

Saturday Night

Canada's Magazine of Business and Contemporary Affairs

JUNE 11TH 1960 20 CENTS



Air Travel: Big Jets Cast Long Shadows

Smooth as Satin



**BURNETT'S
WHITE SATIN
GIN**

DISTRIBUTED BY THE HOUSE OF SEAGRAM

Other Famous Burnett's Gins • BURNETT'S LONDON DRY and BURNETT'S COLLINS

Saturday Night

VOL. 75 NO. 12

ESTABLISHED 1887

WHOLE NO. 3367

Editor:
Arnold Edinborough

Managing Editor:
Herbert McManus

Business Editor:
R. M. Baiden

Art Director:
Alan Mercer

Contributing Editors: John A. Irving, Mary Lowrey Ross, Maxwell Cohen (International Affairs), John Gellner (Military Affairs), Edwin Copps (Ottawa), Anthony West (New York), Beverley Nichols (London), Robert Jamieson (Montreal).

ARTICLES

**Canada's Outlook
for the Jet Age**
Pages 11 to 16

**What's Wrong With
Our Tourist Industry?**
by Marcus Van Steen, 21

**Female Criminals
A Growing Problem**
by Alex Edmison, 25

**Unemployment
In the Boom**
by Richard Gwyn, 27

**Labor Unions Should
Market Manpower**
by A. David Rogers, 51

DEPARTMENTS

Books, 35
Comment of the Day, 7
Crossword, 38
Films, 39
Gold & Dross, 56
Letters, 2
London Letter, 40
Ottawa Letter, 33
Point of View, 60
Travel, 45

INSIDE STORY

THE COVER: The jet age comes to Canada. One of TCA's new DC-8s poses for SN's camera against a North Star, the four-engined workhorse that took the airline into overseas flight. These have an historic link—both are powered by Rolls-Royce; the North Star by the famous Merlin engine which flew the fighters to win the Battle of Britain. TCA is now offering its entire North Star fleet for sale—a "complete airline" on the block.

In this issue SN takes a comprehensive look at Canada's aviation industry at the most important stage in its development. Business Editor **R. M. Baiden** tells, with figures, how far we have come and what we can expect in "Progress and Problems" on Page 11. **Les Edwards**, a charter member of ISAW and a contributor to Canadian aviation magazines, then analyzes the structure and equipment of our air network—a considerably more impressive organization than most air travellers realize. He tells, as well, of the colorful history and personalities behind the expansion. **Ross Willmot**, Secretary-General of the International Association of Aviation Writers, and a leading expert in the field, looks at the immense substructure necessary to keep the aircraft in the air. He discusses airports and airfields and the operations of the Department of Transport and the jet-sized complications of control and operation which the new planes have brought. In a specific example of these, **N. A. Macdougall** takes a look at Gander International Airport where the Canadian Government has installed a handsome \$3 million terminal. With some 90 airliners in the air over the Atlantic on a typical Summer night, the airport is still doing good business; the jet-borne cloud on the horizon is that it may become "the small town with the big, empty terminal."

J. Alex Edmison, QC, who has been interested in penal reform for 35 years, is a former Executive Director of the John Howard Society in Ontario and is a member of the National Parole Board. He examines some of the disturbing problems of the female offender, on Page 24.

Richard Gwyn, member of the Parliamentary Press Gallery and correspondent for a large number of Canadian daily newspapers, looks at "Unemployment in the Boom" on Page 27. It is a quandary which Canada seems unable to solve; if the economy is to remain on an even keel a solution must be found.

President and Publisher, Jack Kent Cooke; Vice-presidents, Hal E. Cooke, Neil M. Watt, E. R. Milling; Circulation Manager, Arthur Phillips. **Director of Advertising**: Donald R. Shepherd. Representatives: New York, Donald Cooke, Inc., 666 Fifth Avenue; Chicago, Adrian Boylston, 520 South Prospect, Park Ridge, Ill.; Los Angeles, Lee F. O'Connell Co., 111 North La Cienega Blvd., Beverley Hills, Cal.; San Francisco, Lee F. O'Connell Co., 166 Geary Street; London, Eng., Dennis W. Mayes Ltd., 69 Fleet St., E. C. 4. **Subscription Prices**: Canada \$4.00 one year; \$6.00 two years; \$8.00 three years; \$10.00 four years. Commonwealth countries and U.S.A. \$5.00 per year; all others \$6.00. Newsstand and single issues 20c. Authorized as second class mail, Post Office Department, Ottawa. Published every second Saturday by Consolidated Press Division, Suite 707, Drummond Building, 1117 St. Catherine St. West, Montreal, Canada. **Editorial and Advertising Offices**, 73 Richmond St. W., Toronto, Canada.

PICTURE CREDITS: Cover, Vernon Gorter, Herb Nott & Co.; Page 11, Alan Mercer; Pages 12, 13, TCA, Quebecair, Canadian Pacific Airlines; Pages 14, 15, Department of Transport; Page 16, Department of Transport; Page 18, National Film Board; Pages 21, 22, 23, Ontario Dept. Travel & Publicity, Jack DeLorme, Nova Scotia Bureau of Information; Page 24, Department of Transport; Page 28, Alan Mercer; Page 33, United Kingdom Information Service; Page 35, University of Toronto Press; Page 39, J. Arthur Rank; Page 40, Elton International; Page 44, British Broadcasting Corporation; Pages 45, 46, 47, Italian State Tourist Office, Canadian Pacific Airlines; Page 48, David Bier; Pages 51, 52, Miller Services.

Letters

Complete and Helpful

In SN April 30, Mr. Boss examines press information available to the Canadian public. He includes, quite irrelevantly, a comment that "reports from its diplomatic missions arrive late and are not necessarily complete or helpful."

It is well known that diplomatic reports have nothing to do with information of the public, but are solely intended for the exclusive use of the Government. If they are slower it is because they usually have to be carefully checked, studied and prepared. They have to be coded and decoded. As they usually are confidential, how does Mr. Boss know they "are not necessarily complete or helpful"? It is doubtful that governments would spend millions of dollars each year for observation posts abroad if their reports did not prove complete or helpful!

Anyhow it seems unnecessary to mention diplomatic reporting in a survey of press information. It lies outside the field of press reporting or direct public information.

OTTAWA

CANADIAN DIPLOMAT

The Poor Estate

I agree with Mr. Boss (Why Canadians Are Badly Informed, April 30) that "Canada is going to be badly off unless publishers change their hold-the-line attitude on personnel costs". Certainly many who place monetary reward above personal satisfaction will turn down newspaper jobs for better paying positions in the public relations field.

But there are, at least among my fellow journalism students at Carleton University, many students who take the role of the daily newspaper seriously, who want to take part in creating an informed public, but who drift to the more lucrative positions because they cannot find jobs elsewhere.

Throughout the school year, job offers poured in from business, industry and the government's public information service. Many companies sent personnel officers to interview job applicants. But only one or two daily newspapers sent representatives to the university to recruit graduates and summer help.

Possibly journalism students could get jobs on dailies if they marched into newspaper offices across the country, but unfortunately most cannot afford the travelling expenses.

It is unfortunate that those who have become dedicated to newspaper work should take the better paying positions simply because they cannot find work on newspapers. And it is ironic if, as Mr. Boss believes, newspapers need these people.

RENFREW

MICHAEL GILLAN

Legal Light

When professional associations abuse power [SN May 14] they are abusing the spirit of the law. And the lawyers themselves are the greatest abusers.

Columbia University recently accepted my doctoral dissertation in international and comparative law. I have written legal briefs and given testimony in the United States. But if any law firm wanted me to handle their international and foreign contacts and problems I could not do so. Not, at least, according to one Canadian law society which has written to tell me that it would be improper for a firm to include me in its letterhead—even under the innocuous title of "international consultant".

Furthermore, a number of law schools have written to tell me that I cannot be hired until I become a "lawyer", even though my legal works in such journals as the *British Yearbook of International Law* seem to have satisfied my international law colleagues.

Why does a person, not at all interested or concerned with provincial laws, have to suffer the self-conceit of professionals in that field? Why should firms and individuals affected by international and foreign law be deprived of services because of the exclusiveness of provincials—using the word in two senses?

MONTREAL RAYMOND SPENCER RODGERS

Slight Adjustment

There is one solution not mentioned in Jack Miller's article on "How to cut the Premium on the Canadian Dollar" [SN April 30] which should be the dream of any politician, that is, a tax against which none of his constituents would complain. As Stephen Leacock is reported to have said: "The best and most beloved system of taxation is to tax someone else."

Now there is a body of money in Canada which belongs to someone else who is not a Canadian voter—namely, the profits of foreign corporations. Consider

the delightful consequences of taxing these profits. First, money in the treasury. Or, if you are a bit queasy about confiscatory taxation, the tax laws could be juggled to make re-investment in Canada not-taxable, whereas export of profits would be taxable.

Second, no offended voters. And finally, a shrinkage of foreign investment in Canada, resulting in an adverse exchange balance, removal of the premium on the Canadian dollar and thus better competitive terms for Canadian goods in the world market. Of course there may be a slight "adjustment" in the standard of living. This "adjustment" can be taken as the small cost of getting our resources back in our own hands, for doubtless the foreign investments will decline in value until even the most risky will look like a bargain to our ultra-conservative financial institutions.

No, no. No compliments, please. The idea is not original. It has been tried out in a number of countries where nationalism is rampant. Unfortunately it has usually been enforced before there has been any extensive foreign investment, but here we are in the enviable position of being able to eat our cake and have it, too.

OTTAWA

D. M. SMITH

We the People

So Mr. Lester B. Pearson, Leader of the Canadian Liberal Party and of the Official Opposition in the House of Commons, Ottawa, believes—no, I will quote—says: "I believe that the Soviet Leader desires the removal or reduction of tensions which might lead to nuclear war" End of quote [from SN May 14].

Well then, how the devil is Pearson earning his salary? I don't hear of a campaign of peace emanating from his office or party's caucus room. Who's waiting for whom? Does a man elected to his position need to hear my voice and all other small voices, continually, before doing his duty? Or has the statesman now turned damned politician, and is awaiting a more advantageous time to enter the Hall of Fame?

God, no wonder blood is still shed at men cry.

So help me, I would give my right arm to be in his position right now, and my life to speak and act like a Christian leader of men while I live.

The whole planet is nearing a nuclear

CURATE IS
 CURATE IS
 CURATE IS
 CURATE IS
 CURATE IS
 CURATE IS
 CURATE IS
 CURATE IS
 CURATE IS
 CURATE IS
 HOW ACCURATE IS



REPETITION?

Operator boredom and fatigue cause errors and cost time. Friden 'Tape-Talk' systems eliminate human errors, cut time costs and increase output without additional personnel. Each Friden machine punches a tape as an automatic by-product of all data typed, providing a running record for automatic handling of almost every figuring and communicative routine. Invoicing and costing can be automatic, repetitive typing eliminated, accuracy assured. Any business large enough to get behind in paper work can benefit with a Friden 'Tape-Talk' system. For information call—

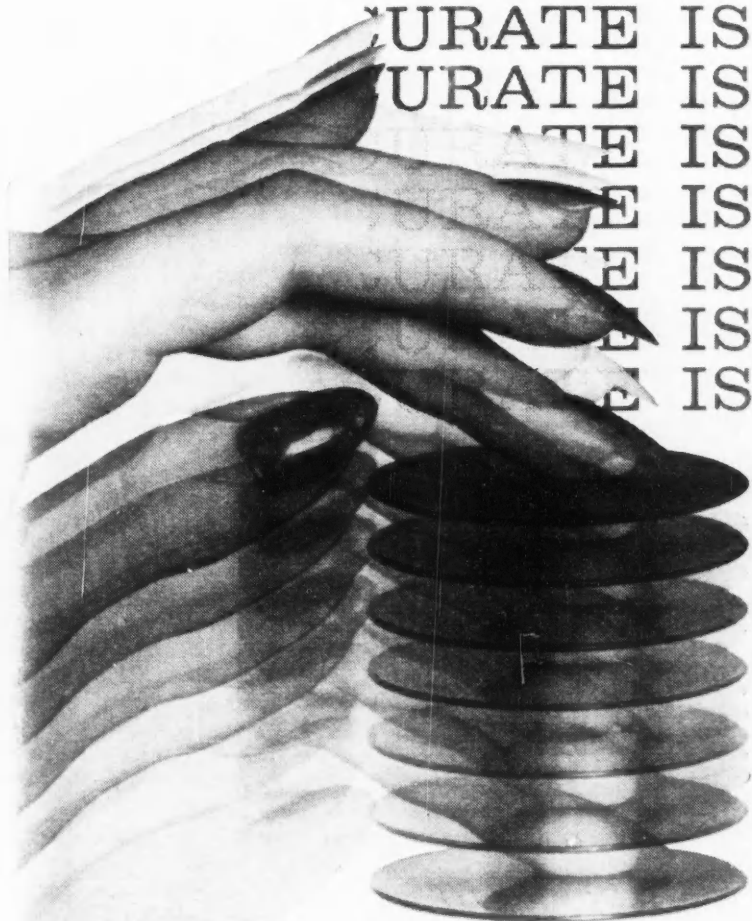
JOSEPH McDOWELL SALES LIMITED

36 Mobile Drive
 Toronto 16, Ontario
 PLymouth 9-4121

Friden

Sales and Service across Canada

3687



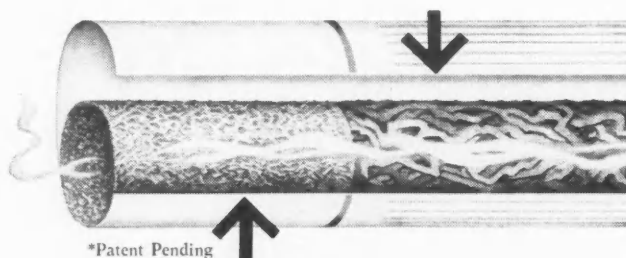


Gold Crest

with the new

ALL-TOBACCO TIP that actually adds to the
flavour and aroma as it smooths the smoke

The tobacco in the cigarette and the tobacco in the tip, although both high-quality Virginia, are different grades and are processed and cut differently.



When the smoke passes through the tip, it combines the flavour and aroma of both tobaccos, thereby adding to the taste.

Available at selected shops—for a whole new world of smoking enjoyment

The All-Tobacco Tip for that All-Tobacco Taste*

Created by Imperial Tobacco Company where the most advanced research brings you the finest tobacco products.

self-destruction because of petty, conservative, economically selfish, frightened and weak-minded politicians—and another one seems to have succumbed to materialistic pressures and joined them.

Canada, Pearson, Sir, should be right now renouncing interest in forces for fallacious national or international "defence". Let us stop making trouble by preparing for it. It's 1960, not 1935. Let's start building trust by trusting. The possibilities of what may befall us thenceforth are not as great a danger as the probability of what will befall us if this inter-nation, inter-ideologic situation is not quickly and radically altered.

I believe there is about an equal amount of fear in both "Camps".

Considering Canada's unique position in this struggle, and Mr. Pearson's position as a politically professed "reformer", he should welcome my putting, respectfully, the same question to him that I have earlier put to Mr. Diefenbaker.

Namely: Now is the time: we are the people. Are you the man?

ERRINGTON, B.C.

S. C. W. STOKES

With Affection

I had a very warm feeling in my heart the other afternoon as I boarded one of your very fine Trans-Canada Airlines Viscount planes in Toronto. I had just completed a very pleasant three day business trip which took me by bus from Prescott down South to Toronto where I was taking this plane into Windsor. I had spent several hours driving through Toronto and could not help but wonder at the marvelous improvements and advancements made in that beautiful city since my last visit there over fifteen years ago. Everyone along the way was very pleasant and very helpful and I think that Toronto is one of the most beautiful cities I have had the privilege of visiting.

This warmth was brought about by the realization that in spite of all of the troubles throughout the world the friendship between Canada, the United States and Mexico is a shining example of what can take place in this troubled world if we all try.

This warmth was somewhat shattered when I read your article on "Funny Money" in your comment of the day section. All nations have pride, which is a good thing and very understandable, and I very definitely understand your position. However, I don't feel that there was any need for the nasty way in which you expressed it. In the first place, no one that I did business with during my short stay will lose any money on their exchange. Every one of them charged me at least 10%. Secondly, I have never had any trouble whatsoever in using Canadian money in the United States and outside of a few exceptions doubt whether anyone else has had any trouble.

"This presentation by Dominion Life persuades me, without a doubt, that their pension plan will not only solve the retirement problem for my employees, but will increase my profits too!"



Have you a plan?

Just as a sinking fund is set up to replace expensive obsolete machinery, a Pension Plan allows for the economical replacement of old employees. Men, like machines, work out and wear out.

Group Pension Plans not only provide recognition for faithful service, but make the promotion of younger men easy and logical.



HEAD OFFICE: WATERLOO, ONTARIO

YOUR EMPLOYEES' SECURITY IS OUR BUSINESS

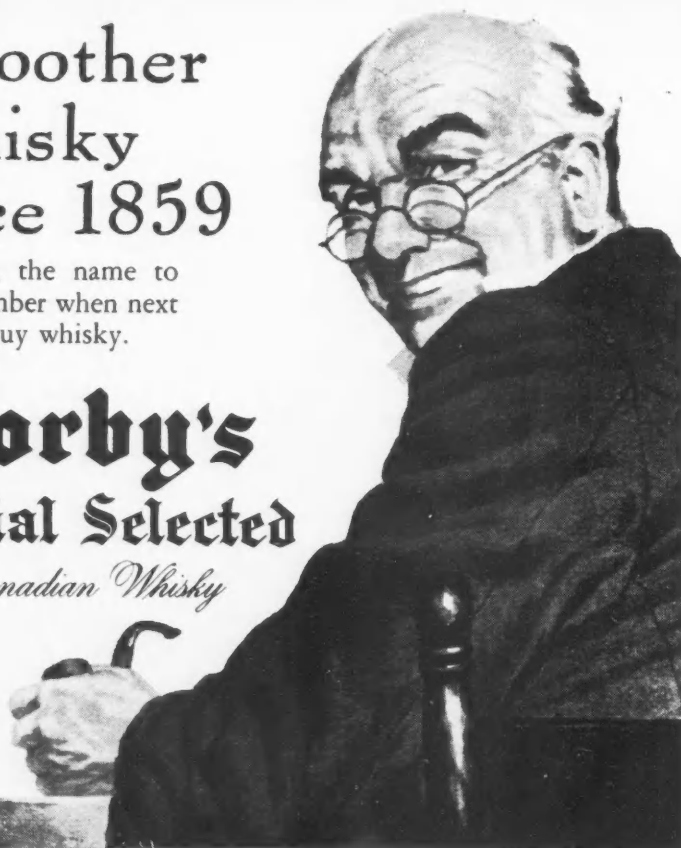
We sell the best in Group Life, Sickness and Accident and Pension Plans.

G31

No Smoother Whisky since 1859

Truly, the name to
remember when next
you buy whisky.

Corby's
Special Selected
Canadian Whisky



3 fine cameras in one
with **AUTOMATIC EXPOSURE CONTROL**
for all its lenses!



the all-new 35 mm
ANSCOMARK M

With interchangeable lenses; normal, wide-angle and telephoto. Each lens completely corrected for parallax. A big rangefinder—viewfinder window ensures perfect sharpness every time—and a high speed flash shutter covering the full range of shutter speeds from 1 to 1/500 sec. plus bulb! f/2.8 lens—\$147.00; f/1.9 lens—\$172.00 (including case).

and here's the camera
that actually
THINKS FOR ITSELF!

the amazing 35 mm
ANSCOSET

Nothing simpler—even in a box camera—yet here is a quality, precision 35 mm camera—with all exposure controls set *automatically* with one single adjustment. Even the ring-set flash control makes perfect flash pictures as easy as reading your watch! \$69.95



See them both at your
AnSCO Dealer's now.

AnSCO
OF CANADA LTD.

I was somewhat relieved when I read Mr. West's article on our President and realized the true nature of you and your publication. We too have our Drew Pearson sons in America. Men of your ilk can thank God that they live in a country that stands for freedom and tolerates this type of zealot. I won't allow your trash to influence the feeling I have toward the good people in Canada and I sincerely hope that they don't judge us Americans by Drew Pearson.

It does seem a shame that during this period of strife we can't all work together toward a more friendly relationship not only on the North American continent but throughout the world.

LITTLE ROCK, ARK.

JIM JACKSON

No, Not Russian

I was astounded by Mr. Obodiac's un-Canadian, bigoted and backward-minded letter in SATURDAY NIGHT's issue of April 30. This gentleman should read a few lines of history before making such trouble-stirring and unwarrantable statement as the one he made in connection with the Governor General's prize, from which he claims French Canadian writers should be excluded. Mr. Obodiac did not realize this was an insult to our present French Governor General and to scores of French Canadian statesmen, diplomats, writers and soldiers who contributed to making Canada greater at home and abroad.

Let this gentleman learn that the safeguard of the French language is formally guaranteed by the British North America Act which asserts the equality of the English and French languages in Canada and that the very essence of the Canadian Confederation lies in such equality. Mr. Obodiac will learn with great surprise that this country was discovered by the French, who toiled for more than three centuries to settle, develop and defend it.

Let him learn that they have six universities in this country, one of which is the biggest in Canada, that there is a French radio and television network spanning almost the whole country, that there are well near six million French-speaking Canadians in Canada, that they have several units in the Canadian Army, and that they are legally entitled to demand services in French from any of the departments of the Canadian Government.

No language spoken in Canada, whether Czech, Chinese, Russian or any other, may claim right to an official recognition in this country, while French, by virtue of our Constitution is one of the two official languages. That is what makes the difference, even if some are at loss to grasp it.

OTTAWA

J. H. LACOMBE

Comment of the Day

The U-2's Needle

THERE ARE CERTAIN things about the whole U-2 story and its effect on the Summit which have not yet been talked about.

It is utterly impossible that Francis G. Powers was shot down from a height of 65 thousand feet. If he had been he would be dead. For at 65 thousand feet the temperature is about -80° Fahrenheit and a man pitchforked into that temperature would die within seconds. (It is unlikely that a person committed to killing himself would wear the kind of flying suit to withstand it either.) Again, if he had been shot down, any airplane plummeting from 65 thousand feet would have been smashed to smithereens and none of the equipment now on display in Moscow would have been recoverable. Even from 30,000 feet, from which altitude Powers would have survived, the wreckage of the plane would be spread over an enormous area.

It looks as if, until we get further information, we must assume that Powers brought his aircraft down and made a belly landing—no rocket shot him down.

Another thing—the pictures displayed as supposedly taken by the U-2 are not high-level pictures, they are low-level ones.

From all of which it is clear that there has been as much disguising of the truth on the Soviet side as there has been on the United States side.

But what of Khrushchov's use of the U-2 incident at the Summit?

The incident occurred, we are told, on May 1st; it was announced on May 5th in what, for Russian statements, was a very sober and very temperate fashion. The United States State Department huffed and puffed and prevaricated until Eisenhower himself finally and bluntly said that (a) spying was necessary, that (b) he personally had authorized such flights and that (c) he could not see how the West might be protected from Russian aggression unless it had photographic reconnaissance of those areas from which that aggression might be launched. Then, on the morning of the Summit itself, all the United States forces around the world were put on a war footing.

These deliberate needlings (and we must assume they were deliberate) cracked the thin diplomatic veneer of Mr. Khrushchov. Also, as the presence of Marshal Malinovsky made clear, Khrushchov, like any other Russian leader since the Beria

purge, depends on the Red army for his position. Obviously the Russian generals said that they would not be mocked by Eisenhower, that they were not going to be provoked either and that Khrushchov had better tell Eisenhower exactly how matters stood.

If this attitude seems impossible let us imagine that a Russian plane had come

The Burial of Bill (of Rights)

NOT A DRUM was heard, not a funeral knell

O'er the grave where our Bill we buried:
No laureate scribbled a rhymed farewell;
He wasn't obituaried.

Not even his father (O sorest of slights!)

Bade adieu to the corse in its sheeting:
The man who'd begotten our Bill (of Rights)

Was holding a cabinet meeting.

There was need for discussing a number of things:

The Bomarc: how gracefully end it;
How cope with those base opposition stings;

Apartheid: how not to offend it.

Sadly we asked, as we laid Bill down,
Was he victim of platform hypocrisy,
Or felled by the fact that this land of renown

Is clearly too young for Democracy?

VIC

over the United States. As soon as it appeared on the radar there would have been no pressure from the generals at all—it is already agreed that Strategic Air Command would take off with bombs aboard and ready to proceed to the attack unless the Russian plane was intercepted.

In other words, the U-2 was seen by the Russians, and quite reasonably seen, as the most aggressive act which has been committed by one major power against another since the end of World War II. And Khrushchov reacted with such vehemence because, perhaps, he was frightened—either by his own generals or by the United States' attitude.

In any case, the Summit finished with only one concrete result—the complete agreement by Eisenhower to stop any further reconnaissance flights while he is

in office. And what may the Russian generals do with this? In eight months of undetected preparation and with their present missile superiority, they could conceivably be in a position by November to mount an attack on the Western world which could not be prevented. Militarily, in other words, they now have the whip hand and we have given them the whip to put in it.

Since the Russian people, and even some members of the Russian ruling party, cannot want war, this dire eventuality is unlikely to occur. But it surely is a clear and urgent warning that meetings at the Summit are not the way to handle the present political problems of the world. And how can any future occupant of the White House agree to meet Khrushchov when Khrushchov has made it clear that he refuses to meet the present one again? Diplomatic protocol demands a change in the Kremlin before the next President could attend a meeting at the Summit on equal terms.

If war doesn't come, the Summit may have been worth it in that it has proved the futility of such meetings. If war does come, it will be the pilot of the U-2 who caused it. That such an act could precipitate a world holocaust is the real lesson of this Summit that never met. We shall ignore it at our dire peril.

A Public Charge

THE ONTARIO GOVERNMENT has tried to come to grips with the problem of salacious, objectionable and obscene literature on the bookstalls. Late last month the Attorney General's department announced that it had, on the advice of a committee which had been considering the matter for some three years, appointed a panel of experts to help the public and the wholesalers to clarify their thinking and do something about the rising tide of grossly indecent fiction being offered in pocket-book and magazine form.

The function of the panel is simple. Anyone in the province who sees a magazine or book offered for sale which he deems objectionable, sends it direct to the panel (whose address was widely publicized) or to the Attorney General's office for transmission to the panel. The panel, consisting of a lawyer, a professor of literature, a sociologist, and a librarian then consider whether, within the meaning of the new amendment to the Criminal Code, the book is obscene.



British Canada's First Unofficial Coin...



After Canada was ceded to Great Britain in 1763, little effort

was made to supply North American currency. In 1815, Sir Isaac Coffin, holder from Great Britain of the freehold of the Magdalen Islands, issued his own copper pennies—the first unofficial coins circulated in British Canada.

Canada's First Real Money

Canada's first real money, in the form of bank notes, was issued by the Bank of Montreal—Canada's first bank—when it opened its doors for business on November 3, 1817. Later, the bank provided copper coinage. With the passing of the Currency Act in 1841, B of M coins became recognized legal tender of Canada.



**BANK OF
MONTREAL**
Canada's First Bank

SD274

If the members decide it is, and are unanimous in their decision, they so inform the wholesalers who have agreed, through their association, to withdraw the publication from sale. They will do this because, as they have often said, they do not want to be charged with offering obscene literature for sale but they are aware that their organization cannot possibly read and judge all the titles which publishers, some of whom are pretty ruthless, pass on to them for distribution.

If the committee does not think any particular title sent to them obscene, it will inform the person who has sent it in why it thinks so. And it is noteworthy here that the panel is a young one (only one man is over thirty-five) and all members have re-iterated in the press that they are opposed to censorship.

Some people, notably some of the columnists of the more sensational Toronto press, could not see how an advisory panel differed from a censorship board even though it was quite clear from the Attorney General's announcement that:

(a) the panel would only read what the public sent it. (It would not police the bookstalls itself, as a Government board does in Alberta.)

(b) that its views would not be binding either on the public, or on the wholesalers.

(c) the final arbiter in any contested case would still be the lawcourts.

While it should not be necessary to set up such a panel, any close observer of the bookstalls today would agree that it is reasonable to set one up. There are so many lurid and detailed accounts of sexual aberrations, particularly of sadism and Lesbianism, that even the most liberal-minded person is disturbed. The panel which Ontario now has at least gives the public a chance to do something for itself.

Demand for Mt. Everest

FOR SOME TIME now the Red Chinese have been claiming the Nepal side of Mt. Everest as far south as Namche Bazar.

Now for Nepal this is a very valuable piece of property. For that enterprising kingdom recently began to levy fees from mountain climbers, graduated in accordance with the importance of their goal. Mt. Everest being the highest mountain in the world has, of course, the highest fee.

But surely Red China, leaping ahead as it is, cannot be interested in Mt. Everest as a money maker. In any case, climbers come mainly from the Western democracies and they would probably deny themselves the pleasure of climbing Communist mountains even if they were offered free.

Nor can China want Mt. Everest for any serious military reasons. For though the view is notoriously fine, by the time you get there (according to the men in the world who have so far achieved it) you are not in any mood to pry out military secrets. Indeed, what military secrets could there be amongst the inaccessible glaciers and endless stony plains of the Nepal-Chinese border?

Maybe, in a very un-Communist fashion, the Red Chinese want Everest merely as a status symbol. If they do, that puts a very different light on the matter; for the lengths which people will go to, whether East or West, to achieve a status symbol is almost the lengths to which Hillary and Tenzing went to in getting first to the top of Everest in 1953.

Golden Silence

ENGLISHMEN ARE OFTEN wondering out loud why we don't, in Canada, adopt some of the social procedures and business techniques used in their country. Equally often Canadians have to patiently point out that they would not work here. One suggestion made recently by a correspondent in Montreal though, does bear thinking about.

With the new Direct Distance Dialing now operative in Toronto and Montreal it is possible to dial almost anywhere on the North American continent without the intervention of an operator. But though the operator has disappeared, the three minute minimum charge has not. Yet, according to our correspondent, the minimum charge was to pay for the necessary intervention of an operator—a costly bit of service. In the United Kingdom, where the DDD system has already been introduced, the minimum charge disappeared with the operator. It is now possible, in fact, if you just want to say hello and goodbye, to call from Land's End to John O'Groats for tuppence—this being the cost of the first minute.

Without going to such extremes of conciseness there are still many conversations that could be satisfactorily completed in less than three minutes. Why should it not be possible to call from Montreal to Vancouver for a minute for \$1.25 instead of a flat rate of \$3.65 up to three minutes, as now?

If the British General Post Office can achieve this, the Bell Telephone Company, if necessary with a little bit of prodding from the Board of Transport Commissioners, could also make this significant saving to its customers. In this case, as our correspondent suggests, it would be better to borrow our ideas from the United Kingdom rather than from the United States where the majority of our tele-communications ideas and regulations have actually come from up to now.

BOAC flies...



sportsmen swiftly



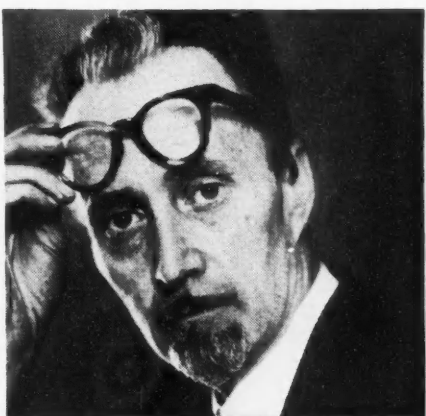
fashions frequently



tycoons tactfully



babies blissfully



perfectionists promptly



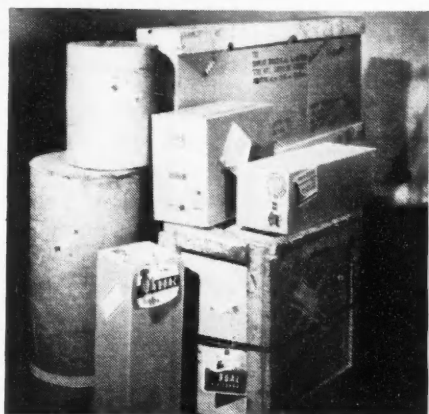
daughters dutifully



grandmothers graciously



grandfathers gently



or any cargo anywhere

World leader in jet travel **B·O·A·C** flies to all 6 continents

For reservations and information consult your Travel Agent or

BRITISH OVERSEAS AIRWAYS CORPORATION

Offices in: Montreal Toronto Winnipeg Vancouver

How Canadians plan for tomorrow



Today, young Buddy Adams became a "businessman" just like his dad

This morning, Buddy Adams was almost bursting with excitement. School was closed, and he and his mother were going down to his Dad's office—"to talk business," says Buddy. Then over to Canada Permanent, to open a savings account all his own!

"And what a businessman he was!" Kathie Adams told her husband Roy at supper. "He even asked the teller to take special care of his money, because he was saving for a new bike!"

Roy can well appreciate Buddy's excitement. He remembers his own first bicycle—and all the nickels and dimes he saved to help buy it. Now, he wants to teach Buddy the value of saving. "Of course, we'll make sure

his account grows," Roy says. "But he must still learn to save for the things he wants in life."

Roy purposely selected Canada Permanent for his son's savings. As an accountant, he has often dealt with Canada Permanent and knows its long background in savings and other services. And he likes the excellent rate of interest Canada Permanent pays—"that's why we keep our family account there."

Like the Adams, *your* family probably has something special to save for... a trip, a new car, the children's education. And *you* will find it pays to save with Canada Permanent, where your money grows *faster* at a high interest rate, and your goals are reached *sooner*.

EARN HIGH INTEREST ON SAVINGS through Canada Permanent Debentures. Easy to purchase, approved trustee investment.

WILLS, ESTATES, TRUSTS—you can put these matters in no safer, friendlier hands than Canada Permanent. Ask for details.



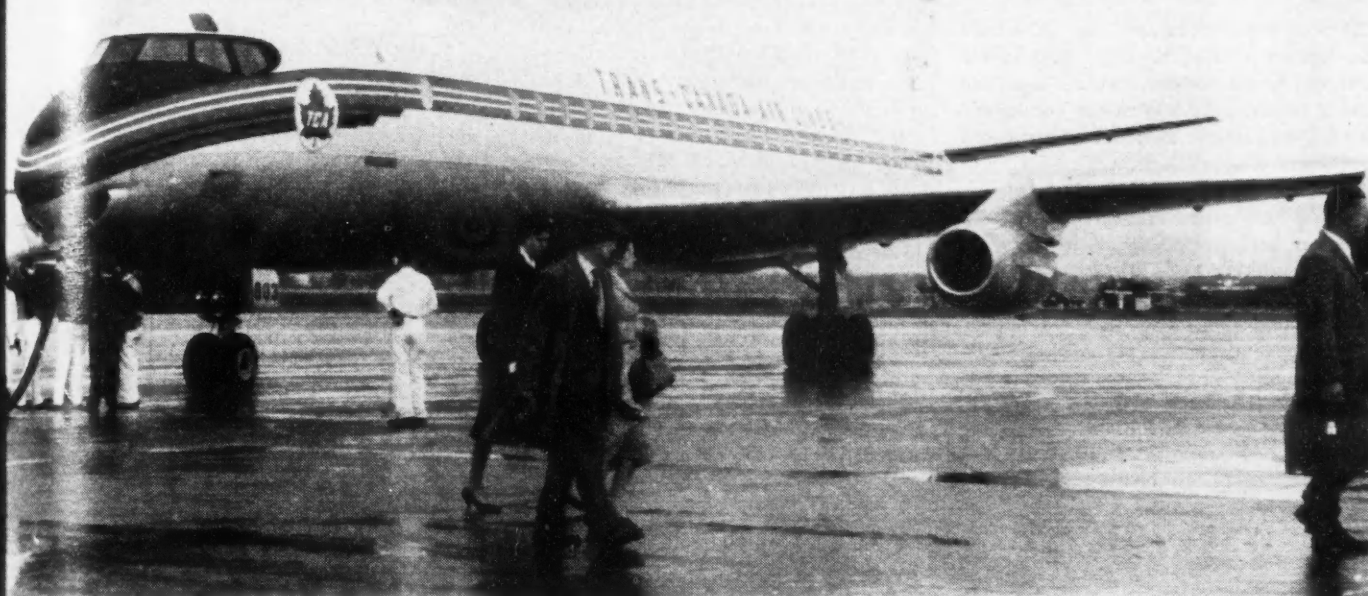
Canada Permanent

Established 1855

SAVINGS, MORTGAGE LOANS, TRUST SERVICES

HEAD OFFICE: 320 BAY STREET, TORONTO, ONTARIO
BRANCHES: HALIFAX SAINT JOHN MONTREAL PORT HOPE
HAMILTON BRANTFORD KITCHENER WOODSTOCK WINNIPEG
REGINA EDMONTON VANCOUVER VICTORIA

60-9



Canada's move into the jet age will mean faster transport, better terminal facilities and lower fares for travellers.

Jet Travel: Progress and Problems

by R. M. Baiden

WITHIN ONE YEAR Canada will move to world leadership in jet aircraft travel. By 1961 Trans-Canada Air Lines will be the first airline in the world to operate with jet or jet-prop planes only.

This is a change of immense proportions. It is a change which will affect not only TCA and its passengers, but also every other Canadian airline, every other form of travel and freight movement and a great many branches of Canadian business. No one can say exactly what these changes will be or what the results of the changes will be. But, in outline, this much is clear:

For Passengers:

1. Faster transport.
2. Lower fares.
3. Better ground facilities and processing.

For the Air Industry:

1. A major gamble to improve profits.
2. More intense competition for regional routes.
3. New groups of air travellers.
4. Higher air crew standards and higher air crew salaries.
5. More emphasis on air traffic control.
6. business generally:
 1. New demand for allied service industries.
 2. New swing to air freight as present piston aircraft are turned over to cargo use.

3. Greatly reduced long-distance passenger rail travel.

4. Big contracts for airport construction, modernization and expansion.

Is Canada's air industry ready for these changes? And if not, what is being done to smooth the way for the jet age?

Look at what we have. The Department of Transport currently operates 28 major airports across Canada. In addition, DOT operates another 60-odd lesser airports. Using these facilities are the major Canadian airlines — TCA, Canadian Pacific Airlines, Pacific Western Airlines, Quebecair, Maritime Central Airways and Trans-Air Ltd—and a number of smaller lines including Nordair, Austin Airways, Leavens Brothers, Sarnia Airlines and Saskatchewan Government Airways.

At last year-end there were 4,170 valid aircraft flight permits. Of these, 1,572 were commercial and the remainder private. There were 157 commercial permits for aircraft weighing between 20,001-100,000 lbs; 71 permits for aircraft between 12,501-30,000 lbs and 333 permits for aircraft between 4,001-12,500 lbs.

Altogether, the Dominion Bureau of Statistics lists the total assets of Canadian scheduled air carriers at the end of 1958 at \$196,679,123. Of this total, TCA accounts for \$119,066,402.

But this big industry is in trouble. The same DBS report shows total current

liabilities for the air carriers at \$32,267,671 against current assets of \$39,810,413. Long-term debt is listed at \$111,256,290 and reserves at \$6,669,741.

Paul Davoud, chairman of the Air Transport Board, analyzing the 1958 results said that only TCA and PWA showed a profit while the overall deficit for the seven carriers totalled \$142,000.

"The air transport industry in Canada . . . faces a difficult period in the face of rising costs (and) expensive modern equipment . . .", Davoud said.

What is being done to brighten this picture? Quite a lot. Individual airlines, as the first of the following articles shows in detail, are working vigorously to lure more business. In addition, the federal government has earmarked more than half a billion dollars for airport construction and modernization to help meet the needs of the jet age.

In Montreal, for example, some \$24-million has been spent by the federal government on new terminal facilities between the spring of 1957 and last fall. Early this year another \$5,365,000 was spent on escalators, heating, plumbing, ventilation, air-conditioning and electrical work. At Winnipeg, tenders were called early this year for a \$10 million air terminal building which is expected to be ready by 1964. Again, the new Regina terminal building will cost about \$1,100,-

000 and tenders were called for the first stage of the \$10 million Edmonton air terminal building in March. Tenders were called for the Sherbrooke airport in June, 1959.

But airports, runways and passenger convenience aren't the only matters for concern in air travel. There's also the matter of air safety. With the coming of the big jets, this is a matter of increased urgency.

In Canada, DOT is responsible for air safety in air lanes and in aircraft. To maintain aircraft safety it inspects all licensed aircraft and licenses all pilots. The matter of air lane safety, however, is more complicated.

For air lane control purposes, Canada is divided into eight control areas, operated from the following centres: Montreal, Frobisher, Ottawa, North Bay, Winnipeg, Edmonton, Calgary and Gander. DOT has

recently revised its system of cruising altitudes governing aircraft in level flight. The new regulations — which became effective this January — provide for a 2,000-ft. vertical separation of flights in opposite directions in the airspace above 23,000 feet and a 1,000-ft. vertical separation between opposite direction traffic at or below 23,000 ft.

But despite such concessions to high-speed aircraft, there are still many problems of air traffic control as yet unresolved. The International Air Transport Association at its 13th annual technical conference in Lucerne last month was highly critical of several important aspects of air traffic control.

"The high speeds of the jets, their higher operating altitudes and their greater complexity are straining the other parts of the air transport system — the

aids, devices and supports which they require.

"Deficiencies and discontinuities in these phases are throttling back the capacity of the jet to produce transport at a lower cost.

"... It has become increasingly apparent that the organization of air traffic control and other civil aviation services cannot function properly when broken up into independent and unrelated political subdivisions."

Clearly, however, TCA in particular, and other major airlines generally, feel that these problems can be solved before they become crippling. For the fact is that when TCA moves up a notch to all jets, the other lines also must move up a notch. What is involved, then, is the biggest change ever in Canadian air transport.

The Airlines: Getting Ready for the Jets

by Les Edwards

CANADA'S AIRLINES are moving swiftly to grab the brass ring in the new age of jet transport.

The six major scheduled operators all have announced costly re-equipment plans, or are looking at new hardware: Trans-Canada Air Lines has bought pure jet Douglas DC-8s and turbo-prop Vickers Vikings; Canadian Pacific Airlines has ordered Super DC-8s; Pacific Western Airlines likely will choose the turbo-prop Fairchild F-27; Maritime Central Airways recently added Vickers Viscount and Douglas DC-6A aircraft; Quebecair already has modernized with F-27s; and TransAir is taking a hard look at new turbo-prop and piston-engined equipment.

The Air Transport Board now is studying the regional carriers' problems: How many local service airlines the country needs, their areas of operation, route patterns, standards of service, financing, etc. The industry hopes the Board will recommend to the Cabinet a policy aimed at building a network of strong scheduled regional carriers, feeding passengers into the burgeoning national and international routes of Trans-Canada and Canadian Pacific. Aspirations of the smaller lines hinge heavily on the report, which is expected soon.

They hope, among other things, to take over more of the feeder routes of TCA and CPA; to get a subsidy on operations into the North; and to fly the non-military transport assignments of the RCAF everywhere and the USAF in Canada.

The government already has decided against diverting to civilian airlines a percentage of the work now done by the air force. Far from cutting back, the RCAF is building Transport into one of its major commands, with the addition of military versions of the Canadair CL-44 and 540 to its fleet of deHavilland Comet, Canadair North Star and Fairchild C-119 transports. In 1958, Air Transport Command made 180 scheduled round-trips from Canada to Europe, and carried 7,000 tons of cargo and more than 70,000 passengers to various parts of the world. Command strength swelled from 3,700 to more than 7,000 in little more than a year.

The TCA-CPA contest for domestic passengers highlighted 1959 after the Federal Cabinet awarded Canadian Pacific one daily cross-Canada return flight linking Montreal-Toronto-Winnipeg-Vancouver. Stephen Wheatcroft, a British economist hired by the Department of Transport to study Canadian airline competition, cited Montreal-Toronto, Toronto-Winnipeg, and Vancouver-Victoria-Seattle as the only routes with enough traffic to support competition. CPA applied for seven routes, but got only one.

Now, others have stepped in. Quebecair would like to fly a Seaway Route linking Montreal-Cornwall-Kingston-Peterborough-Toronto. Wheeler Airlines has applied for rights between Montreal-Ottawa-Kingston-Toronto-Buffalo. TransAir hopes for a Toronto-Sault Ste. Marie-Fort

William-Winnipeg flight. Pacific Western Airlines and Okanagan Helicopters Limited have expressed interest in serving Vancouver-Victoria-Seattle. Okanagan would use the revolutionary vertical-take-off-and-landing Fairey Rotodyne.

If, as many observers say, the first round in the scrap for domestic passengers went to Canadian Pacific with its 400-mile-an-hour turbo-prop Bristol Britannias, Trans-Canada has won the second with the introduction of its DC-8 pure jets in April, a full year ahead of its competitor.

In public statements at least, TCA and CPA have been at each other's throats. TCA President Gordon McGregor claimed



TCA's new data-processing computers are one of many expensive new equipment items necessary to jet age.



Quebecair eyes Seaway Route linking Montreal, Cornwall, Kingston and Toronto.

his line had to discard any thought of a fare reduction because of revenue lost to CPA competition. He said the rival trans-continental service lopped \$3,000,000 from anticipated 1959 revenue. CPA President Grant MacConachie disagreed that competition was responsible for inability to grant fare reductions. Barbs were exchanged between unidentified officials of both companies. TCA charged CPA was running an extravagant service. CPA countered that TCA was fat and lazy. And so it went.

But now there are fears that in 1961, when both lines are flying DC-8s across Canada, the market may not supply enough passengers to support their competition. The job of both carriers is to generate the traffic.

The question of pooling services arises. Trans-Canada Air Lines and British Overseas Airways Corporation have already integrated their schedules between Canada and the United Kingdom, with interchangeability of tickets, and offices of both companies conducting business on behalf of each other. Other groups of airlines have completed similar arrangements to meet the rising costs of operation, and there even has been some talk of a TCA-CPA pool of equipment and services, at least on some international runs. One observer went so far as to suggest an eventual merger of the two airlines, although he did not venture a guess as to which one would be doing the flying.

A clearer picture of airlines in Canada can be seen in individual outlines of the major scheduled carriers:

Trans-Canada Air Lines introduced the first of its six DC-8s on the Montreal-Toronto-Vancouver flight on April 1st. (Winnipeg, Calgary and Edmonton will be added later) and on trips to Britain on June 1st. This has reduced the Montreal-Vancouver time to less than five hours, and the Vancouver-London flight time to 11 hours from 19. The DC-8s TCA bought cost \$6,000,000 each and will whisk up to 127 passengers through the skies at 550-600 miles an hour, at 30,000 feet. The airline also is understood to be looking at medium-range pure jets.

TCA also has, for its short haul routes, 19 Viscounts, the 365 mile an hour, 44-

passenger turbo-prop aircraft the company introduced to North America in 1955; and later this year will start serving medium haul routes with the first of 20 Vanguards, the 420 mile an hour, 102-passenger big brother of the Viscount. With the retirement of its North Stars, Lockheed Super Constellations, and Douglas DC-3s, this will make Trans-Canada the world's first major carrier completely equipped with 4-engined turbine aircraft. Capital cost of TCA's fleet by 1961 will be \$190,000,000 on the basis of orders already placed.

TCA President McGregor forecast an increase of close to 400,000 revenue passengers carried by the airline in 1959 from 2,785,000 in 1958. In fact, the increase was 424,000 and the operating profit of \$1,152,554 as compared with the \$547,429 surplus in 1958.

"The outlook for 1960 is placed in more than usual doubt by the fact that we will be introducing DC-8s and Vanguards into service," he said. "It is my hope that . . . CPA's effect on TCA's earnings in 1960, which will apply for 12 full months rather than 8, as in 1958, will be such that we may achieve a break-even position in 1960, but this is more a hope than a forecast at this time."

TCA — by far Canada's largest airline — now serves more than 40 major Canadian cities, plus New York, Boston, Chicago, Cleveland, Detroit, Tampa, Seattle, Shannon, Glasgow, London, Paris,

Brussels, Zurich, Dusseldorf, Vienna, the Bahamas, Jamaica, Bermuda, Barbados, Trinidad, and Antigua. Future plans are a well-kept secret, but TCA might well extend its routes in Europe, and consider service to Scandinavia, Russia, and China.

Urged on and directed by C. D. Howe, the Liberal government formed TCA in April, 1937, with all stock owned by the Canadian National Railways. Commercial service started in September that year, with 10-seat Lockheed Electras linking Vancouver-Seattle. Montreal-Vancouver flights started in December, 1938, again using Electras, but these gave way over the years to DC-3s, North Stars, Viscounts, Super Constellations, and now DC-8s and Vanguards. Trans-Canada first operated across the Atlantic Ocean in 1943, flying priority passengers in converted Avro Lancaster bombers. North Stars were added in 1947, then Super Constellations, and now DC-8s.

The company has some 10,000 employees, 32,000 miles of routes, and a planned jet-age fleet of about 80 aircraft.

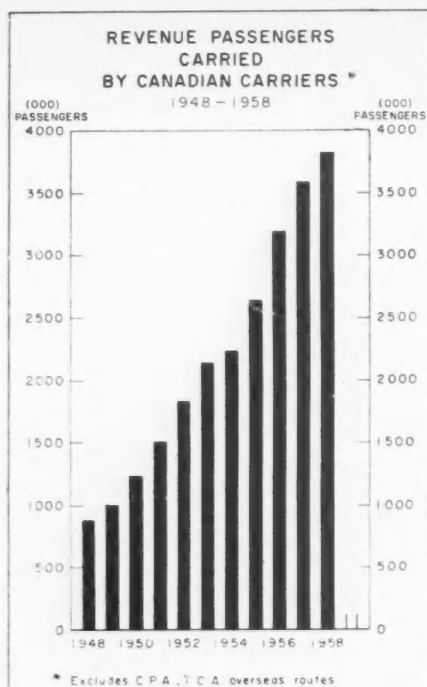
The year just passed was cardinal in the history of Canadian Pacific Airlines for at least three reasons: the decision to buy Super DC-8s; its entry into cross-Canada competition with TCA; and the government ruling allowing the line to serve Rome.

For CPA, the purchase of DC-8s marks its second venture into the pure jet transport field. It bought two Comet 1As in 1953 with a view to pioneering world jet air travel on routes across the South Pacific. Disaster overtook the project when one of the machines crashed at Karachi, Pakistan. This, combined with subsequent Comet crashes involving other airlines, forced CPA's withdrawal from the field until the announcement last November that it had ordered four DC-8s for early 1961 delivery, with an option on five more. They likely will go immediately into trans-continental service and overseas runs.

Canadian Pacific got its start when, in 1940, the CPR agreed to form an Air



CPA took early lead in speed race with 400-mile-an-hour turbo-prop Britannias.



Services Department to ferry bombers from the United States to Britain on a non-profit basis. In 1942, the CPR bought 10 independent airlines serving northern Canada and took over several RCAF training stations and repair depots. The network of bush and feeder lines blossomed in July, 1949, when CPA launched its first international route from Vancouver to Australia, using Montreal-built Canadair Fours. Two months later, it linked Vancouver with Tokyo via Alaska in a bold new venture—the direct route across the top of the world.

DC-4s and DC-6Bs were added later as new routes spread out from Vancouver. Britannias were introduced in 1958, reducing flight times by one-third.

CPA now flies 8 Britannias and 9 DC-6Bs on its major international routes serving Hong Kong, Tokyo, Hawaii, Fiji, Auckland, Sydney, Mexico City, Lima, Santiago, Buenos Aires, Amsterdam, Santa Maria, Lisbon and Madrid. Flights to Rome started in March, bringing up the possibility of CPA circling the world.

Pacific Western Airlines, founded as a one-man, one-aircraft operation, has experienced bullish growth, until today it is "Canada's third largest airline." Its 1958 profit of \$500,583 was second only to TCA, and justified the great faith many airmen have in the future of the Vancouver-based line. Management is looking at new aircraft and more route extensions. PWA recently took over CPA's northern routes, serving Peace River, Fort McMurray, Uranium City, Fort Smith, Yellowknife, Hay River, Norman Wells and Inuvik; and the prairie route into Regina, Saskatoon, Prince Albert, North Battleford, Lloydminster and Edmonton. It also operates along the west coast from Vancouver to Comox, Campbell River, Powell

River, Port Hardy, Prince Rupert, and Stewart.

These flights now are made with piston-engined Curtiss C-46s, DC-3s and DC-4s, but PWA is tackling the problem of re-equipping to meet the demands of more sophisticated travellers for faster and smoother aircraft. It will likely choose the F-27 from among the turbo-prop aircraft company executives have tested.

It was little more than a decade ago that Russ Baker left Canadian Pacific Airlines to form Central British Columbia Airlines, at Fort St. James. Chief assets were a Beechcraft staggerwing 17, a thorough knowledge of the country, and tremendous faith in himself and the future of air transport.

A heart attack took Baker's life in 1958, but he had lived to watch that humble beginning develop into PWA, which now, under President K. J. Springer, carries half a million passengers a year.

Pacific Western has dropped its vision of a cross-Canada service after twice asking Ottawa for licences to fly Comet jets from Vancouver to eastern Canada and the West Indies. It will now concentrate on regional service.

Quebecair became the first of Canada's regional carriers to offer modern turbo-prop service when, in October, 1958, it introduced the Dutch-designed Fairchild F-27, a high wing, 36-passenger, pressurized and air conditioned aircraft with a 275 mile an hour cruising speed. The airline paid \$750,000 each for three F-27s to augment and eventually replace its fleet of six aging DC-3s on scheduled routes in French Canada. Quebecair took a bold gamble in buying F-27s, but, carrying twice the load of a DC-3 half again as fast, they could be just the tonic to get the line back in the black.

The company awaits an Air Transport Board ruling on its application to operate a Montreal-Cornwall-Kingston-Peterborough-Toronto service, with the restriction that no through traffic be carried between Montreal and Toronto.

The Quebecair story goes back to 1946-47 when Rimouski Airlines was founded and started service along the St. Lawrence River with DC-3s and Ansons. It merged with Gulf Aviation Company in 1953 to form Quebecair, with Romeo Crevier as President, a post he still holds today. Head Office still is at Rimouski.

By 1955, the company's operations ranged from Quebec City to Knob Lake, and two DC-4s were bought for work on the DEW line construction airlift. These were sold about a year later when the F-27s were ordered. Montreal became a scheduled stop in 1957 and, by 1958, Quebecair logged 1,400,000 miles and carried 150,000 passengers. Today, it serves Montreal, Quebec City, Rimouski, Mont-Joli, Forestville, Baie Comeau,

Matane, Seven Islands, Ross Bay, Shefferville/Knob Lake, Rouyn/Noranda, La Tuque, Senneterre and Riviere-du-Loup.

Maritime Central Airways recently added Viscount and DC-6A aircraft to its fleet of DC-4 and DC-3 transports serving Canada's eastern provinces. For MCA Managing Director Carl Burke, the start of re-equipment was the fruition of boyhood dreams of linking his beloved Maritimes by air.

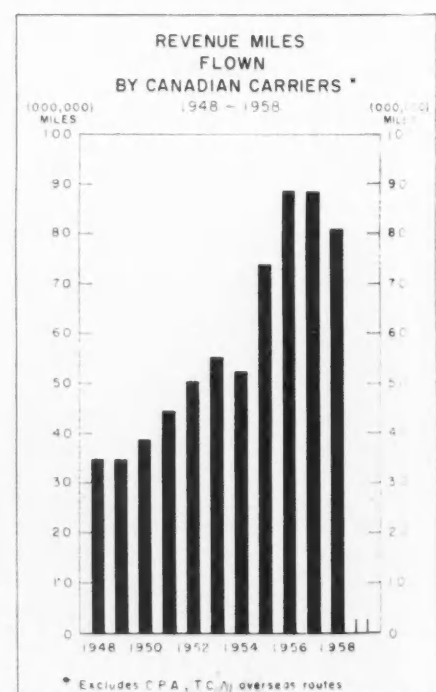
As a youth in Charlottetown before World War Two, Burke bought a deHavilland Cirrus Moth, which he used to ferry passengers from Prince Edward Island to the mainland. After flying with Canadian Airways and the RAF ferry command, he founded Maritime Central in December, 1941, with a 10-passenger Barkley-Grow and a 3-passenger Fairchild 24, flying between Charlottetown, Summerside, Moncton, St. John, and the Magdalen Islands.

MCA prospered, bought DC-3s and Lockheed 10A's, and extended service. But a postwar slump in passenger traffic determined Maritime Central's present position as a major air freight carrier.

With prime supply contracts on both the Mid-Canada and Distant Early Warning lines, MCA added DC-4, Bristol Freighter and C-46 aircraft to its collection, and started service to Newfoundland.

The DEW line job complete, Burke cast about for means of keeping his multi-engined aircraft flying, and in 1956 inaugurated trans-Atlantic charter service from Montreal and Toronto to all parts of the world.

Scheduled service now is extended to Charlottetown and Summerside, Prince Edward Island; Moncton, Fredericton, and St. John, New Brunswick; Halifax



and New Glasgow, Nova Scotia; St. John's, Gander and Goose Bay, Newfoundland; Frobisher, Northwest Territories; and the Magdalen Islands. MCA likely will make a bid to take over TCA's flight from Montreal to Goose Bay.

TransAir Limited, Winnipeg, the newest of Canada's major airlines, is giving serious thought to replacing its DC-4s and DC-3s with DC-6Bs and/or turbo-prop aircraft.

Re-equipment plans hinge on extension of present routes and runway improvements at some airports. TransAir would like to take over at least two of TCA's routes: Winnipeg-Fort William-Sault Ste. Marie-Toronto, and Winnipeg-Brandon-Yorkton-Regina-Swift Current-Medicine Hat-Lethbridge. It appears unlikely the company will get the first route, but TCA will probably withdraw from the prairie route, which TransAir would take over, if it got an airmail contract and a government subsidy.

TransAir came into being in 1956 with the merger of two long-established northern bush operations, Central Northern Airways and Arctic Wings. It now operates daily scheduled DC-3 services from Winnipeg to Red Lake, Dauphin, the Pas, and Churchill; and a twice-weekly DC-4 flight from Winnipeg via Churchill to Winisk, Ottawa and Montreal.

AIRLINES AND WHAT THEY FLY

Austin Airways—Norseman V, five; Norseman VI, one; Beaver DHC2—six; Fairchild F11, one; Anson V, two; Cessna 180, two; Douglas DC3C, one; Cessna 180A, one; total 19.

Canadian Pacific Air Lines—Douglas DC3 (S1C3G), four; Consolidated PBY (5A), one; Convair CV-240-3, five; deHavilland, DHC3 (Otter), one; Curtis C46F, one; Douglas DC6B, eight; Bristol Britannia 314, six; Douglas DC6AB, one; Bristol Britannia 324, one; total 28.

Maritime Central Airways—Consolidated PBY5A, one; Anson V, one; Douglas DC3A (S1C3G), four; deHavilland DHC2 Mark 1, one; Curtis C46F, three; Curtis, C46E, one; Beechcraft C18S, one; Douglas C54e-DC, one; Vickers Viscount 80S, one; total 14.

Pacific Western Airlines—Beaver DHC2, fifteen; Barkley-Grow T8P-1, two; Taylorcraft BC12D, one; Junkers W34f/fi, one; Anson V, five; Douglas DC3A, two; Curtis Wright Super C46 (converted), five; Cessna 180, one; Cessna 182A, one; deHavilland DHC3 (Otter), one; Douglas C54B-DC, two; Noorduyn VC-64AS, one. Also Queen Charlotte Air Lines craft (company taken over by Pacific Western), including Consolidated PBY, one; Stinson 108, two; Cessna 180, two; Beaver DHC2, one; Stranraer, one; and Norseman IV, one. Total 45.

Quebecair Inc.—Douglas DC3C, five; Consolidated PBY, two; Fairchild 27, three; Beechcraft D18S, one; Curtis C46F, one; total 12.

Transair Ltd.—Waco, one; Belanca 66-75, one; Norseman IV, one; Norseman VI, three; Anson V, two; Norseman UC64A, one; Norseman V, two; DHC2 Beaver, three; Stinson 108, two; Noorduyn UC-64A, two; Consolidated PBY 5A, three; Cessna 180, four; Douglas DC3, four; Avro York 685, one; total 30.

TCA—Douglas DC3—nine; Canadair DC4, nineteen; Canadair C4-1, two; Lockheed 1049-C58, seven; Viscount 724, fifteen; Lockheed 1049G-82, four; do 1049H-07, one; Vickers Viscount 757, thirty-three; Vickers Viscount 744, one; Douglas DC8-41, two; total 93.

What the Jets Will Mean to Canada

by Ross Willmot

THE SWING TO JETS is a major gamble by the air lines and the federal government. Here is how they hope it will pay off.

The new jets, because of their size, speed and resulting economy (if properly used) are several times as effective as the same number of piston planes. They are certain to introduce new groups of the public and new types of products to transport by air. Transportation by air recently has increased at the steady rate of 15 to 20 per cent each year. Experts expect this increase will skyrocket with the increased attractiveness and capacity of the jets. Their speed and comfort are expected to make long distance travel by air as extinct as travel by covered wagon.

In the next three years the number of jets available on Canadian airlines is expected to double. A tremendous advertising campaign will be carried out to attract the 70 per cent of adult Canadians who have never flown in an aircraft so that they will make the jets their usual

means of city-to-city travel.

Airline fares will undoubtedly be reduced to attract these new groups who have never flown to help fill the extra space afforded by the jets. The people the airlines will be wooing will be those who can afford \$300 for a round-trip ticket to Europe for a two-week holiday. Airlines with their new jets expect in the

not-too-distant future to make such a trip as pleasant and easy as the accepted excursion to a summer hotel. Such a European holiday is not yet directly comparable because of the still higher transportation costs. The differential is rapidly decreasing, however, aided by the fact there are many holiday spots in Europe where expenses are only a fraction of those in Canada



Toronto's new jetport due to open in 1962 will be last word in air terminals.



Ottawa's new terminal is forerunner of many to be built by Dept. of Transport.

because of currency differences.

The effects of the masses being able to travel abroad will have tremendous sociological effects just as the increase of air freight will benefit world trade. Travel time will be cut almost in half by these jets. No spot on earth will be more than a day's flight from a Canadian airport. These new groups of air tourists, will be able to roam the world. New geographical areas and categories of goods suitable for air freight will be opened up.

With their higher earning potential, the new jets are the white hope of our airlines as well as others. To over-simplify the possibilities, these new jets under certain favorable conditions could earn nearly four times as much as the same number of piston planes.

The stakes in the gamble are high for each of these new jets is more than twice the price of any plane now flying. Canadian airlines are paying a staggering sum for this new jet equipment (\$6 million apiece for the DC8's, for example) and a no less imposing one for auxiliary facilities needed to operate jets safely and efficiently. Sir William Hildred, director general of the International Air Transport Association at Montreal, has summed the situation up thus:

"One does not buy a \$5-million jet as if it were a new bicycle. Even one jet aircraft necessitates special maintenance facilities, maybe a new base or a new hangar, extensive training of ground and airborne personnel, complete replanning of ground handling facilities, and many other changes in airline organization, all of which begin costing money before the aircraft can be put into service . . . I should not be surprised if the secondary expense of putting jets into operation were in the long run equal to their original purchase price."

There is no doubt that costs associated with these jets could put any airline into the red at jet speed. Little is known in actual fact about their operating costs. Estimates range from less than those of piston aircraft provided they are flown with utmost precision, at their best altitude and without diversion and delays once they have started their engines, to comparable costs.

TCA says that "if the cost of the ingredients of the product do not rise too greatly, the operating cost per seat mile

of the DC8 should be about one-third less than that of any of the large piston-engined aircraft now in trans-Atlantic service." Everyone says the pistons cost much more an hour to operate and only make money when they are flying. Every hour's delay on the ground costs more than twice as much for the delay of a similar amount of time with a piston airliner.

Certainly TCA's three-year experience with the Viscount, for which it paid \$1 million apiece, has been a happy one. The Viscount's passenger appeal has been tremendous, while its operating cost is 9 per cent below TCA's original calculation. Carrying specific charges for depreciation, the Viscount's cost per seat mile is still less than larger aircraft which have been fully depreciated.

Fast turn-around of these jets works to the benefit of the passengers and airlines in many ways. Lower rates are able to be charged as a result of lower-cost service. The increased speed, which is basically what an airline passenger wants when he travels by air, is attained. Airlines realize that fast, efficient ground handling is an area where they can improve their competitive position. Airline ground service has generally lagged behind airline flight service which is recognized as being high.

Canada thus has to build, through its Department of Transport, much-needed jet age air terminals and other airport facilities. And the Canadian work in this direction is paralleled around the world where it is estimated only five per cent of international airports are ready for the jet transports.

The new jetport due to open in 1962 at Toronto will apparently be a model among the new Canadian terminals. In sharp contrast, the terminal at Montreal has been delayed to the point where aviation officials wryly point out it has taken longer a-building than the St. Lawrence Seaway and when ready it probably will not meet the needs of the new jets. Toronto International Airport will be the most modern and best in the world, its designers say, incorporating many lessons learned from on-the-spot study of Idlewild and other centres.

At Idlewild in New York each major airline operator is building its own terminal to its own design; similarly, at Mal-

ton TCA will have a terminal or aeroquay of its own; CPA and other operators will share another; and in time there will be four. These facilities, the designers think, will be adequate to handle the four million passengers a year expected by 1971 to go through Toronto by air. Each separate aeroquay will be able to handle as many passengers as are handled in four terminals of the present non-expandable, inadequate type.

These separate Toronto aeroquays will be reached by underground roads and connected with a central administrative building. Each aeroquay will incorporate inside parking space to house the cars which Canadians seem to find necessary to get back and forth from the airport. There will be a minimum of walking and waiting to transfer from car to airplane. Terminals will be air-conditioned and sound-proof from the noise and fumes of the jets outside. They will have all the conveniences so conspicuously missing from present-day Canadian terminals and found in their counterparts elsewhere at the main airports of the world.

Faster methods of getting passengers ticketed and on and off the aircraft will be employed to make air travel a bit more like train travel of today. TCA is developing a new mobile multi-conveyor-belt baggage loader and unloader. As soon as loaded from the aircraft, this unit will move quickly by its own power to the passenger baggage collection point where it will discharge its load by the movable belts. On the reservations side, TCA has developed an electronic system that can transmit information on every flight of its airliners on its routes. When it is installed shortly, clerks will be enabled to tell instantly what seats are free and make reservations accordingly.

The problem of the time differential between the short time taken to cover long distances in the air and the long time between city and air terminal remains unsolved until perhaps vertical take-off airliners are ready some years hence. Helicopter facilities being prepared at air terminals and city pick-up points will only offer a partial solution. By and large, passengers will have to wait for this sort of service until the helicopter proves itself as safe as the aircraft.

Basically, this would mean a multi-engined helicopter licensed for instrument flying. Helicopter travel is much more expensive than limousine service and would not save that much time except for such routes as from Vancouver to Victoria in Canada. And the problem remains for the passenger of getting from his home or place of business to the city terminal.

The problem of jet transport noise does not seem to worry Canadian officials. Some airports in the United States, however, have imposed restrictions that cut

CONTINUED ON PAGE 24

WRITE ACROSS CANADA through the lines of YOUR TELEPHONE COMPANY

Business needs both—the spoken word *and* written records. But few businesses realize that you can write as well as talk through telephone lines. In fact, you can use these lines to carry *any* form of business communication:

Teletype gives you inventory figures, sales trends, cost analyses or data processing information instantly—from anywhere—in *writing*. Telephoto or facsimile equipment reproduces any picture or drawing over any distance. Telemetering devices give you remote

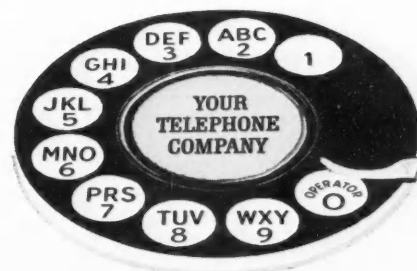
control over unattended machines or a permanent, charted record... and these are just a few of the communications services you can get through telephone lines, to and from any place, *wherever there is a telephone*.

All these messages travel over the cable and microwave network built and operated by your Telephone Company and The Trans-Canada Telephone System*. To find out how telecommunications via telephone lines can help *your* business, have a communications analyst give you the whole story. No obligation, of course—just call **YOUR TELEPHONE COMPANY**.

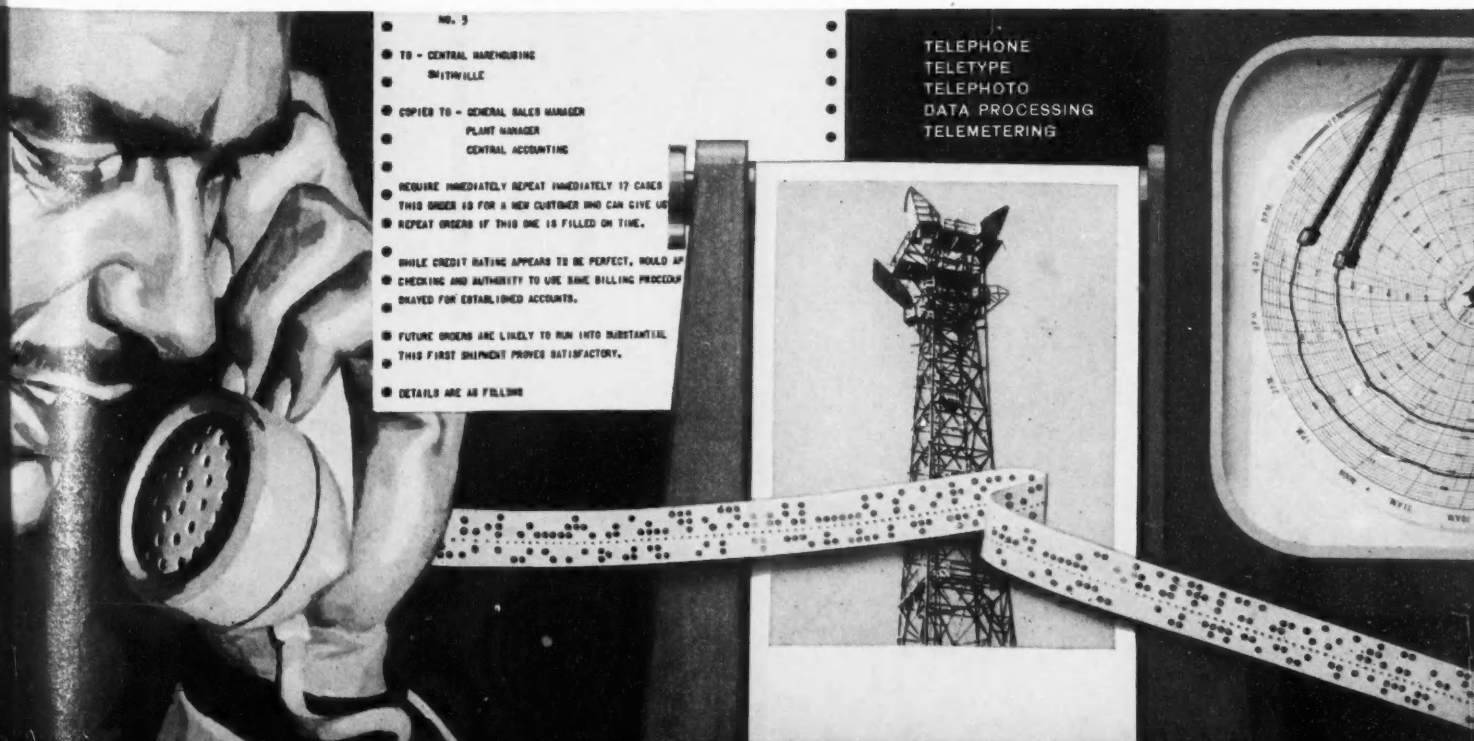


*THE TRANS-CANADA TELEPHONE SYSTEM

links Canada's ten provinces through the facilities of the eight major Canadian telephone companies, providing the only complete nationwide telecommunications network for every communications need and connecting with telephone companies throughout the continent and abroad.



The Avalon Telephone Company, Limited—Maritime Telegraph and Telephone Company, Limited
The New Brunswick Telephone Company, Limited—The Bell Telephone Company of Canada
Manitoba Telephone System—Saskatchewan Government Telephones
Alberta Government Telephones—British Columbia Telephone Company



- NO. 3
- TO - CENTRAL WAREHOUSING
MIDWILLE
 - COPIES TO - GENERAL SALES MANAGER
PLANT MANAGER
CENTRAL ACCOUNTING
 - REQUIRE IMMEDIATELY REPEAT IMMEDIATELY 17 CASES
THIS ORDER IS FOR A NEW CUSTOMER WHO CAN GIVE US
REPEAT ORDERS IF THIS ONE IS FILLED ON TIME.
 - WHILE CREDIT RATING APPEARS TO BE PERFECT, HOLD UP
CHECKING AND AUTHORITY TO USE BONE BILLING PROCEDURE
DELAYED FOR ESTABLISHED ACCOUNTS.
 - FUTURE ORDERS ARE LIKELY TO RUN INTO SUBSTANTIAL
THIS FIRST SHIPMENT PROVES SATISFACTORY.
 - DETAILS ARE AS FOLLOWS

TELEPHONE
TELETYPE
TELEPHOTO
DATA PROCESSING
TELEMETERING

Gander: The Cloud on the Horizon

by N. A. Macdougall

ALTHOUGH IT IS undoubtedly true that jet travel cannot flourish without adequate facilities, it could be disastrously wrong to think that good facilities themselves guarantee success in the jet age.

The biggest and most modern air terminal in Canada belongs to a town of 5,000. Hacked out of the Newfoundland wilderness, Gander Airport, the town's only industry, is known to world travellers who have never heard of Hamilton, Victoria or Edmonton.

For \$3,000,000 the Department of Transport has just erected a handsome terminal building, which shames those in Montreal and Toronto. It is fitted with the finest equipment for the requirements of the jet age and the jet-age traveller. The spacious waiting room and restaurant overlook a pleasingly landscaped courtyard, and contrast with the old buildings at Toronto's Malton Airport. Eleven large display cases decorated by the Canadian Government Exhibition Commission do an excellent job of telling newcomers about Canada. There is a model of Ottawa's Parliament Buildings, samples of current coins and stamps, and photos and products of our main industries, even down to an ice skate.

Looking down on the waiting room is Kenneth Lockhead's 69-foot mural, full of poster-paint oranges and reds. A modern sculptured group named "Welcoming Birds" and officially described as "striking" rears up from the main floor.

The couches are not only comfortable, but tastefully covered in gay blues, oranges and greys. Thus the overall effect

is cheerful, not an unimportant factor to an air traveller. Experienced passengers will not be surprised to learn that most flights arrive at Gander between late evening and about 6 a.m.

International passengers enter the terminal by way of a two-storey "finger" which projects from the building. To return to their aircraft, they ascend on an escalator and walk along the second floor to the appropriate gate. (This escalator is the only one in Newfoundland).

The old terminal, known locally as the sheep pen, was housed in a hangar-garage and an adjoining mess hall. Its Big Dipper bar has reappeared in the new terminal, still operating 24 hours a day. Apart from private clubs, this is the only cocktail lounge in the island province, and it is not supposed to be used by Gander residents.

Because of its strategic location in north-east Newfoundland, Gander has been a main refuelling base for trans-Atlantic flights ever since it was completed in 1939. A logical "half-way house" for the inter-hemispherical traveller, it is 1,100 miles from New York and 1,981 miles from Shannon, Ireland. Hangars 21 and 22, two of the four remaining, are reminders of Gander's importance as a Ferry Command stop during the War. In those hectic days, Hudsons sometimes took off seven abreast on the main runway, which at 1,200 feet is six times as wide as the average.

On a typical night during the Summer, there are 90 airliners in flight over the Atlantic. Gander Aeradio keeps in touch with them and other transients, to the tune of 15,000 messages a day. At any one

time, there are 20 air traffic controllers on duty, guiding the unseen pilots through space. The controller is aided by several radar sets, including an RCAF Pine Tree Line station, whose three white domes sit on the edge of the airfield like a modernized mosque. Airliners no longer go in a straight line, but take the route which will offer the most favourable tail winds and therefore the shortest flying time. As a result, most airliners crowd onto a similar track, leaving vast spaces unoccupied and the air traffic controllers very occupied.

But Gander is haunted by the fear that its sole supporter will collapse. Airport employees assert, with all the ferocity of an insane man denying his aberrations that the airport is there to stay. "Look at the Constellations, DC-6s and Super Constellations," said a controller. "Everyone said they were going to fly non-stop, but look at them fill our aprons. Look at the jets. They were going to be non-stop, but they come in here every day."

Indeed they do. Before Toronto had a glimpse of jet travel, BOAC Comets leaped into the Gander sky like gazelles, while Pan American Boeing 707s disgorged over 100 passengers. In fact, passengers are often kept on board during the refuelling stop. It takes less time (18 to 30 minutes) to refuel the big jets than it takes to disembark so many people, clear them through public health, and herd them back on board.

But there are clouds on Gander's horizon. Pan American's DC-7Cs rarely stop at Gander, even during the West-bound crossing, when headwinds often reach 100 miles an hour. And only 1,000 of Trans-World Airlines' 4,600 annual flights now stop at Gander.

Residents argue that traffic is increasing and that air freight is becoming more important. "Why on the very day one airline was boasting about non-stop flights, we had seven of their jets in here," said a senior Department of Transport official. Nevertheless, the airlines are eager to avoid the loss of time involved in an extra landing, not to mention the \$300 landing fee. Recently a Boeing 707 Intercontinental flew non-stop from Seattle to Rome. BOAC, and Pan American will put these longer-range jets into service late this year, and other airlines will follow. Although its radio and air traffic control facilities will always be needed, Gander may yet become the small town with the big, empty terminal.



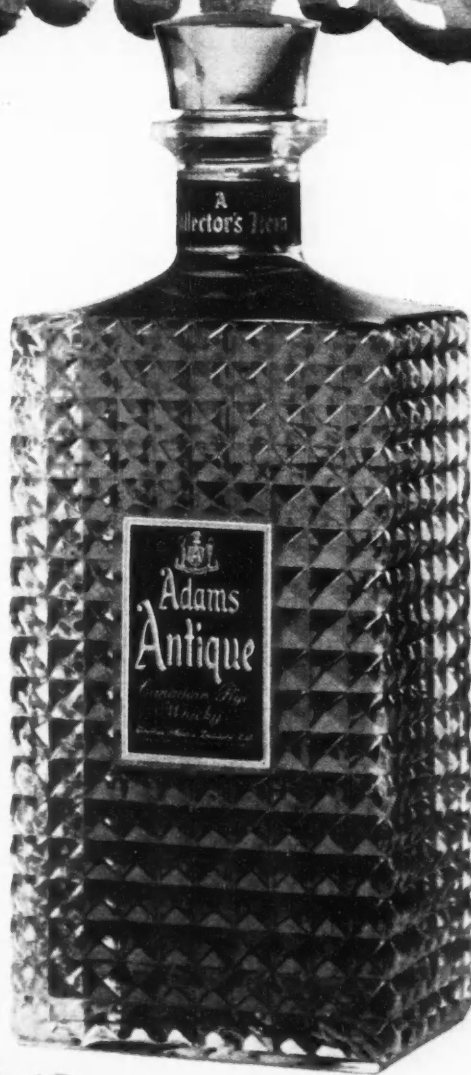
Flamboyant 69-foot mural dominates lounge of new \$3,000,000 Gander Airport.

Adams

Adams Antique...

a Collector's Item
in a brilliant new decanter.
Serve it with pride
as a symbol of
your good taste.

Thomas Adams Distillers Ltd.
Toronto, Ont. — Vancouver, B.C.



Antique

CANADIAN RYE WHISKY



that wraps it up gentlemen!...

Last item on the agenda—but the most pleasant. Pleasant because their decision means they'll be doing business with a company of the Canada Iron Group.

It means that all the big and little problems that had been theirs will now be under the Canada Iron wing. And that's a pleasant thought.

Because, from this moment on, Canada Iron's record of reliability is on the line to be lived up to.

And Canada Iron will live up to it! That's why these men feel at ease—with a burden off their shoulders.

If you want full value on any job . . . rely on a company of the Canada Iron Group.

THE CANADA IRON GROUP—an entirely Canadian family of manufacturing and distributing companies with sales offices, warehouses and 19 plants in major Canadian centres from coast to coast.

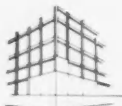


Canada Iron

foundries, limited

HEAD OFFICE: 921 SUN LIFE BUILDING, MONTREAL, QUE.

- CANADA IRON FOUNDRIES, LIMITED
- DOMINION STRUCTURAL STEEL LIMITED
- C. W. CARRY LTD.
- CALGARY STRUCTURAL STEEL LTD.
- WESTERN BRIDGE AND STEEL FABRICATORS LTD.
- PRESSURE PIPE LIMITED
- TAMPER LIMITED
- RAILWAY & POWER ENGINEERING CORPORATION, LIMITED
- PAPER MACHINERY LIMITED
- PAPER MILL EQUIPMENT LIMITED
- C. M. LOVSTED & COMPANY (CANADA) LIMITED



STRUCTURAL STEEL



MACHINERY



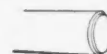
ELECTRIC MOTORS



TRACK MAINTENANCE EQUIPMENT



CAST IRON PIPE



CONCRETE PRESSURE PIPE

What's Wrong With Our Tourist Industry?

by Marcus Van Steen

DURING THE NEXT few months an estimated 30,000,000 visitors will come to Canada to spend something in the neighborhood of \$350,000,000. Stay-at-home Canadians will swell this total of vacation spending to an estimated 1.5 billion dollars.

This is big business, worthy of all the respect and attention we normally give to an important employer and dollar-earner. Of even greater significance, in view of our critical balance of payments situation, is the fact that tourism ranks third as an earner of foreign exchange, after wheat and newsprint.

It is a serious matter, therefore, to note that all is not well with our tourist industry. For one thing, we are losing more and more money in it every year. As a nation we are spending more on foreign travel than foreigners are spending in Canada. In 1939 we had a favorable balance of \$68,000,000 in the tourist exchange. By 1953 this had turned into a deficit of \$63,000,000.

In 1958, U.S. and overseas visitors spent \$352,000,000 in Canada while Canadians were spending \$544,000,000 in other countries, almost 80% of it in the U.S.A. This 1958 deficit of \$192,000,000 grew to about \$219,000,000 in 1959, even though the Queen's visit and the opening of the Seaway made it a record-breaking tourist year for Quebec and Ontario.

"Canada's whole tourist program needs a reappraisal," says James McAvity, the President of the Canadian Travel Association.

We shall have to get down to the basic facts of tourism, and realize that like any other industry it requires a certain amount of thought and planning. In fact, the multi-billion-dollar tourist business requires more thought and attention than most because tourism, more than any other industry, involves everybody to a

greater or less degree. The tourist doesn't only eat, sleep and travel. He buys a whole host of goods and services, patronizing not only hotels, restaurants and service stations but also retail stores, barber shops, drug stores and places of entertainment. The average tourist spends only about five days in Canada, but the net result of the present annual influx is to add about half a million free-spending, leisure-class people to our home market.

This could be improved on in a number of ways. We could persuade our visitors to stay longer. We could coax more to come. And we could try to induce more Canadians to spend their holidays in Canada. A tourist need not be a visitor from another country. A Canadian motorist and his wife are estimated to spend \$36 for every day of their holidays, and if spent in Canada is just as good business as if we had attracted another couple of American tourists. If 20% of the Canadians who now visit the U.S.A. could be persuaded to spend their holidays in Canada it would balance our yearly travel account with the world.

Once we agree that tourism is everybody's business, it follows that everyone should be willing to pool ideas and money in the planning and promotion of the industry. Retailers, industrialists, Chambers of Commerce, civic officials of all kinds, trades unions, farmers' groups, radio broadcasters and newspaper publishers should join with the hotel, restaurant and transportation industries in drawing up plans for the attraction and entertainment of visitors. And there should be a federal government department, headed by a minister, to coordinate these plans, and to encourage them with money and advice.

Our present tendency is to think of tourist promotion as being merely advertising, which actually is the final step

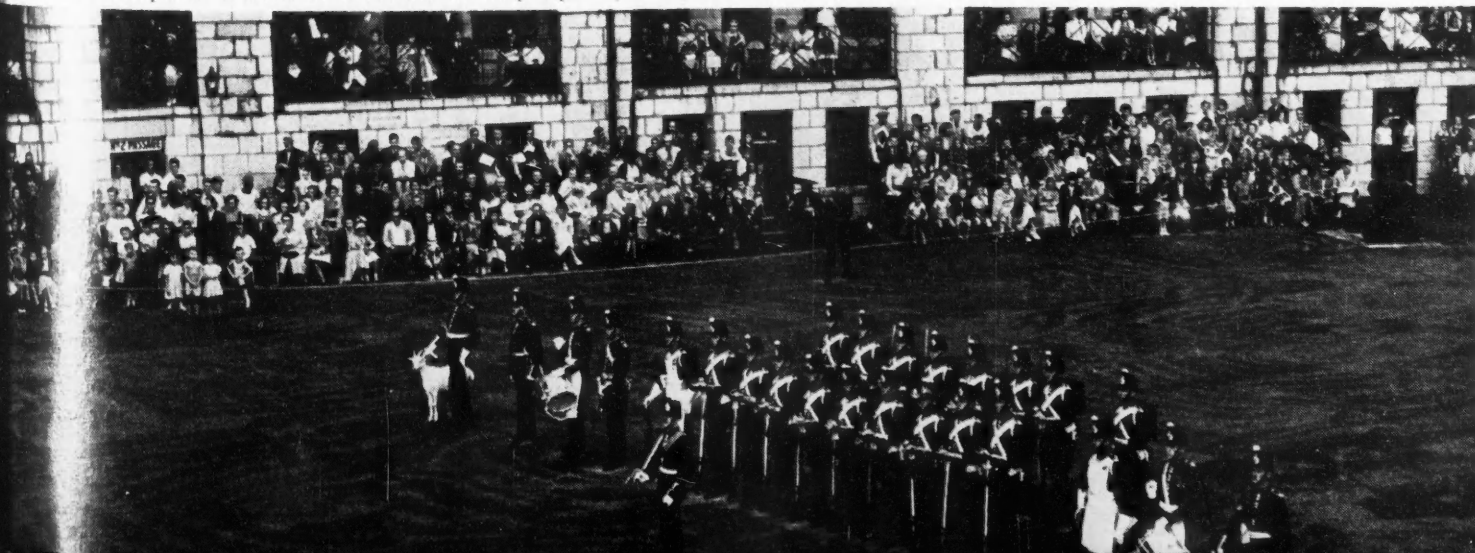
in a proper tourist planning scheme. Moreover, our advertising is not nearly as effective as it should be. It is too skimpy, it usually presents its message in vague, general terms, and it nearly always is directed at the wrong audience. It offers forests and fishing streams to Minnesota and Wisconsin which are both full of forests and fishing streams. It offers sea-scapes and fishing villages to New Englanders who know all about sea-scapes and fishing villages. It offers scenery and cities to people who have similar scenery and cities nearer home.

Canada's total budget for tourist advertising is tiny compared with what is spent by other countries. Our tourist advertising is done mainly by the CNR, the CPR, TCA, the Canadian Government Travel Bureau and the travel offices of the ten provincial governments. In 1959 these agencies spent just a little over five million dollars on newspaper and radio advertising. Three million of this went into United States publications, and the rest was divided almost equally between Canadian and overseas newspapers and magazines. Two-thirds of the advertising within Canada and practically all of the advertising in Britain, Europe and elsewhere was done by TCA and the two railway companies.

This would indicate that our government tourist officials still automatically preface the word "tourist" with the word "American" and are therefore doing little to counteract the efforts being put forward by practically every other country in the world to attract the Canadian traveller. Almost the only effort being done in this direction is the "Know Canada Better" campaign sponsored by the Canadian Travel Association and pushed hard by its executive director, John Fisher.

There is evidence, too, that our tourist officials are still thinking almost ex-

Participants dressed in authentic military style of the period carrying out ceremonial drill is feature of Fort Henry.





Pageantry of the Calgary Stampede . . .

clusively of the holiday-maker driving the family car which bulges with children and vacation gear. These are important visitors, of course, but to base our entire tourist promotion campaign on them is very much out of date in these days when more people can afford both the time and money to seek the exotic and far-off, helped by the big jets and the customer inducements of the competing air lines. By running counter to this strong trend in today's travel situation, Canada is losing out in its share of the world's travellers. In 1948, for example, Canada got about 45% of all American foreign travel expenditure. By 1956 this proportion had shrunk to 25% and in 1958 it was 22%.

"The average visitor to Canada travels less than 500 miles," says Alan Field, the Director of the Canadian Government Travel Bureau. This is true, but only because the bulk of Canada's tourist advertising is aimed at the family-car holiday-maker. And by concentrating on this type of visitor, we are giving a holiday in Canada about as much prestige as a dime-store string of pearls.

This matter of prestige is just as important in tourism as it is in any other human activity. It is all mixed up with status, with the desire of most people to prove they can afford the best, and the secret delight most people take in making others envious. As far as holidays go, other ingredients are the romantic appeal of storied places, the exotic appeal of different customs, different foods, a different way of life.

We want people to be able to say they are going to have a Canadian holiday with as much pride and satisfaction as they now feel when they announce they are going to the Riviera or the Bahamas. We don't want the prospective visitor to Canada to shrug casually and admit shamefacedly, as many of them do now: "Oh, we're not doing much this year—just getting in the old buggy and driving up to Canada."

There are many and varied ways of bestowing prestige on a Canadian vacation, and in a few cases it has already been done. Among theatrical people, for example, there is considerable prestige attached to a visit to Stratford, and in other circles the Calgary Stampede serves a similar function. These are a good beginning, and point the way towards a fuller development of Canada's tourist potential.

One basic rule to be observed is that prestige can never be achieved by a shoddy kind of project. Stratford and Calgary, for example, started out with projects that were worth-while in themselves, desired and backed to the hilt by the people of the two communities. Tourists made it possible to carry out these projects on a much vaster scale than could have been realized otherwise, but this was achieved only by making these projects good enough of their kind to gain international reputations.

There are the makings of many such projects in other parts of Canada. In the Gaspé region of Quebec, for example, there are several isolated summer art colonies, doing good work and apparently filling a Canadian need. With some co-operation among themselves and with help from the Provincial and Dominion authorities, the whole region could be developed into an internationally-recognized art colony, to the benefit not only of our tourist trade but also of Canadian art. Presided over by an artist of world renown, and with each season crowned by a week of revelry and merry-making, the area could just about advertise itself.

At the other end of Canada, a start appears to have been made in the preservation of the history of the Yukon. This project is designed mainly for the tourists who have read the ballads and stories of Robert Service and Jack London and who thus feel the romantic appeal of the Trail of '98 and the Klondyke Gold Rush, but it is also of importance to Canadians who need to know their own history as a background to their own lives and as a guide to the future of their nation.

Canadians are too inclined to think their history dull, but it is something that greatly impresses visitors, if only because it emphasizes the fact that they have actually left home. Our history is certainly one thing that is uniquely Canadian, and when it is merged with the ceremonial pageantry we have inherited from Britain it almost makes up to our American visitors for the fact that they have had a difficult time getting away from southern-fried chicken, hot-dogs, American-style eating places, Old Glory and the American way of life.

The Changing of the Guard at Parliament Hill and Rideau Hall by the Canadian Guards in their scarlet tunics and bearskins attracted more visitors to Ottawa last year than anything else. And

Old Fort Henry, with its attendants dressed in the authentic military style and carrying out the British army drill with the weapons of 1812, draws more Americans to Kingston every year than any other spot in Canada outside Niagara Falls.

Ronald Way, who pioneered the idea of the living museum at Fort Henry, is being given a chance to try it out in a much more elaborate environment. The Ontario-St. Lawrence Development Commission, which is constructing a magnificent series of parks along the St. Lawrence from the Bay of Quinte to the Quebec border, has asked Way to supervise the construction of an Upper Canada Village to portray the development of Ontario from early Colonial days until modern times.

It will contain houses, churches, schools, mills and barns, many of them salvaged



...charm of Nova Scotia dancers...

from the land that was flooded for the Seaway, others saved from neglect and decay in the surrounding countryside. They are all being carefully restored, filled with authentic furnishings of their period, and set up as a complete village in the Chrysler Memorial Park, on highway 2 near Morrisburg, which commemorates the Battle of Chrysler Farm in 1813. This is only part of a vast project designed to accommodate as many visitors as possible. Canadians and otherwise, while they learn something about the Canada of yesterday and today.

The parks will include picnic and camp sites, restaurants, beaches, marinas and modern motels. To make it more of an attraction, there is a tentative proposal to put on an annual military display at the Chrysler Memorial, bringing in British military units to team up with Canadian regiments in a colorful demonstration of drill, complete with bands, banners, pipes and drums.

This sort of thing is so popular, especially with Americans, that it is a wonder it is not done more frequently. For ex-

able, the beautiful and historic city of Quebec could bring in many more visitors if it staged an annual week-long Military Tattoo on the Plains of Abraham, inviting regiments from both England and France to take part.

More use should also be made of Canada's exotic appeal. One of the strongest reasons why people travel is to find something different. Just as the orange blossoms and palms of Florida annually attract half a million Canadians, so the apple blossoms and pines of Canada could have a strong appeal for the people of the semi-tropical Southern States. One way to exploit this would be to develop a resort area, say around Georgian Bay, equipped to offer visitors a wide variety of activities, and advertise it in the deep south as a pine-scented, cool-water paradise.

Western Canada has a strong romantic appeal to the people of Britain and Europe, who think of its prairies and Rockies as "The Golden West", "The Land of the Setting Sun" and so on. A resort area in the Rockies, providing such attractions as riding, mountain climbing, and conducted tours to Regina's RCMP Training School, the Calgary Stampede, and Indian encampments where authentic ceremonial dances could be staged, could easily become a prestige resort area for so many people that it would take more than the hotels now available at Lake Louise and Banff to accommodate them.

Alan Field of the Canadian Government Travel Bureau has a few excellent proposals along these lines. For the Maritime Provinces he suggests an annual Maritime Festival, bringing together such things as Highland Games, Gaelic music and dancing, harness racing, lobster picnics and other features of the Maritime summer. For the Prairies, Field has for some time been advocating an annual games festival to be held in the Winnipeg area. For this, says Field, teams could be brought in from all over the world—soccer teams from England and Russia, cricket teams from as far away as Australia, football and baseball teams, polo teams, lacrosse teams, and perhaps rowing and sailing clubs for a regatta on Lake Winnipeg.

Another interesting suggestion is a food festival to be held in a different city every year. The idea would be for Canadian chefs to present and publicize various Canadian foods, encouraging restaurants to serve them and visitors to ask for them. This might, in a few years, do away with the complaint of many tourists that they cannot find distinctive Canadian foods. Canadian bacon, for example, is a luxury item in the United States, and Canadian beef has a different flavor and texture from American beef.

But these facts are not exploited by our restaurateurs. We have a number of excellent and distinctive cheeses, our

Maritime oysters and lobsters are among the best in the world, some of our beer is considered tops by connoisseurs, but you could visit restaurants from one side of the country to the other without discovering we had any Canadian foods worthwhile. This is not to suggest that most of our restaurants do not serve good food, but just that they do not exploit Canadian specialties.

"If we could get some Canadian dishes as well known around the world as, say, Devonshire cream, Yorkshire pudding, or the bouillabaisse of Marseilles," says Field, "it would be a great boon to our tourist trade."

The stock answer to most of these suggestions is that the Canadian tourist season is too short to be worth investing any money in it. This feeling dates back to the pre-war days when the only holiday was a summer holiday. Now, holidays are a year-round affair, and we can get down to the business of selling Canada for what it is, confident that enough people will appreciate it to make it worth while.

There are many parts of Canada that are best enjoyed in the Fall, and should be sold on that basis. Victoria and Vancouver are ideal for an Easter holiday. In many parts of Canada the biggest holiday lure is winter sports, and in this connection a great deal more could be made of Quebec City's annual Winter Carnival, which should be made as well known internationally as the Mardi Gras in New Orleans.

Montreal, which attracts many summer visitors for its cosmopolitan atmosphere, could become a winter tourist season as well by staging a winter festival of music and theatre. And in many parts of Quebec the French-Canadian atmosphere could also be exploited in the winter-time by cross-country snow-shoe races, sleigh rides, dog-team races, and so on, all making use of the picturesque *habitant* winter costume and the *habitant* flair for merry-making.



... and old Indian villages lure tourists.

There are many other ways by which our tourist trade could make use of Canada's reputation of being a winter paradise. Kipling made us famous as "Our Lady Of The Snows." Instead of being irritated, we should admit that for a good part of the year the phrase is apt, and cash in on the publicity.

Perhaps the final word on what's wrong with Canada's tourist industry should come from some of the tourists themselves. Two years ago while this writer was associated with the tourist department of one of the Maritime Provinces, he met and talked with several hundred American visitors in an effort to find out what brought them to Canada and what would be likely to make them return. These were not just brief questionnaires but conversations lasting sometimes 20, 30 or 40 minutes.

The most persistent complaint was that Canadians were not enthusiastic about their own country and knew little or nothing about it. Few people who come into contact with visitors—garage attendants, waitresses, motel operators—are familiar with the history of the area in which they operate, or know about famous landmarks or historic sites. They are also inclined to be derogatory about the attractions of the place.

As one woman, an art teacher from New York, put it: "Everywhere I go I hear people saying 'why does anyone want to come here?' or 'Nothing ever happens here,' or 'I wish I could go where you came from,' until I wonder if I wasn't rather silly to come here at all. If people really feel that way, at least they should have the courtesy not to make their guests feel they were out of their minds to visit Canada."

Another persistent complaint was that there were not enough typically Canadian products to buy.

"We don't mind buying English china and woollens," said one Texan couple, "but we would also like to bring home with us some items that would constantly remind us and our friends that we had been in Canada."

This charge is even truer in Ontario and Western Canada than it is in Quebec, where there are the *habitant* wood-carvings, or the Maritimes, where there is native pottery and the Nova Scotia tartan and other woven products.

It may be regarded as significant that not one of those interviewed mentioned the discount on the U.S. dollar, at that time amounting to five per cent. When questioned about it, the majority seemed to accept the situation philosophically, indicating that if other aspects of a Canadian holiday are satisfactory, a few cents discount on the dollar will not keep Americans at home any more than the pre-war premium on the U.S. dollar kept Canadian vacationers from going to the States.

What the Jets Will Mean to Canada

CONTINUED FROM PAGE 16

into the payload of the jets. Every one of the new jets is now fitted with sound suppressors which cuts their noise level to that of a DC-7. Government studies on the effect of jet engine noise at the future Malton jetport recommend an extensive buffer zone—as much as 15 to 20 miles of comparatively open land. Industry, with its own noise as a background, could be located fairly close to such airports as Malton without serious bad effects on workers.

At Canadian airports, new ground facilities and enlarged runways are being provided for the new jets. Runways have to be lengthened to at least 10,500 feet as contrasted to the 7,500 feet for the latest piston-engined planes. This specification is for full-load take-off with temperature-toughy jet engines in scorching summer heat. Malton is fortunate in already having an 110,000-foot strip installed for the Avro Arrow. Over the next two years another of these two-mile-plus runways

formation from ground to air will be automatic for operations at speeds of 500 mph and up to heights of 45,000 feet, as compared to the operating heights of 25,000 feet of today.

The difficulties Canada faces in providing air facilities for this coming jet transport age were recently summed up by the Hon. George Hees, Minister of Transport:

"Fate has laid a heavy load on Canada in the field of aviation. Our geographical position, connecting as it does the land masses of Europe and Asia with the American continents, makes us a transit area of vast importance. The very size of our nation requires us to provide facilities for air transportation of a magnitude equalled by no other nation of our population. The requirement to provide facilities for the development of air transportation in Canada is more urgent than generally believed, and presents a problem which this nation is endeavoring to meet



Frobisher Airport saves an hour's flying time on San Francisco-Paris route.

will be installed parallel to present runways but about a mile away. On these separate runways cargo and freight planes will be able to land at the same time as the big jets.

Canadian authorities are updating our already good system of air traffic control to provide for these new jets which fly so high and so fast. Fortunately they do not have to worry much about the volume of civilian and military traffic and the confusion between the control of each type of traffic, a real problem currently in the United States. They plan control and flight planning of a standard so that these new planes can speed straight to their destination and land with minimum diversion or stacking.

Canadian airlines are optimistic on recent developments which may soon make automatic landings in bad weather foolproof. Work is going forward so that the transmission of weather and routing in-

formation to the best of its ability."

He gives as an example of the need the new Frobisher Airport which happens to be half-way between Paris and San Francisco on the Great Circle air route. An hour's flying time is saved by jet transports using this route as compared to any other possible inter-hemispheric route. This hour means a saving of 3000 pounds of fuel and makes it possible to complete flights between San Francisco and London without changing crews. Frobisher is favored with good air approaches and is located in a clear-weather area.

Almost immediately civilian authorities took over control of Frobisher, several airlines requested use of the facilities. Thus the Department of Transport was faced with making it into an important international world junction and refuelling base for world airlines. To do this, communication facilities, aids to navigation, meteorological services, air traffic control,

accommodation for passengers and other services had to be provided right away.

The problem of giving its pilots the expensive experience to fly these new jets is being met by TCA and other airlines by the purchase of jet simulators, each of which costs over a million dollars. Expensive as these ground-bound aircraft mock-ups are, they are much less costly and safer to operate for the inexperienced than the actual jets themselves—and they perform exactly all the same functions—except that of getting off the ground. The pilots themselves are insisting the experience and responsibility required demands a salary twice the fairly good wages they now get. They also consider that the third man in the jet cockpit be a pilot as well, rather than just an engineer. All this adds to the expense of jet travel.

Ever at the back of the minds of Western airline operators is the question of what the USSR plans to do with its well-designed jet transports, which it offers for sale to our operators at about half the price they could buy a similar aircraft in the West. Only the doubt about spares and service supply hinders their wider sale. The highly-subsidized Russian state airline, Aeroflot, provided it gets the routes it probably will eventually get in exchange for routes to the USSR, could offer devastating competition to Western airlines on such highly-competitive routes as the North Atlantic.

What the exact effect of the coming of the jets to Canada will be, no one really knows. But it is certain to be far-reaching and indeed revolutionary. The effect of the "revolution" will undoubtedly be cumulative over many years to come.

A realist like J. T. Dymont, Chief Engineer of Trans-Canada Air Lines, becomes a visionary when he talks about the aircraft of the distant future.

The air transport of 100 years in the future, he predicts, will be a wingless, pilotless vehicle under complete electronic control from the beginning of its flight in a civic centre along an optimum flight path to its destination also in a civic centre.

This future aircraft will rise vertically from the ground for a couple of thousand feet and its final descent for the last few thousand feet of altitude will also be vertical. Passengers, however, will remain in a normal sitting attitude throughout their flight. Cruising altitude will be about 100,000 feet and speeds of over 1,000 miles an hour will be achieved. These transports will be able to carry over 400 passengers and 50 tons of goods.

Flights from Montreal to London, civic centre to civic centre, will be achieved in less than one half-hour, Mr. Dymont says, or Vancouver to London in less than three-quarters of an hour!

The Problem of the Criminal Female

by J. Alex Edmison

"It is to be observed that the sentencing of females to the Penitentiary causes some inconvenience." This observation was made in the concluding paragraph of the first "Report of the Inspectors of the Provincial Penitentiary, erected near Kingston." It was signed by John Macaulay, Esquire, President, and addressed to "His Excellency Sir John Colborne, Knight Commander of the Most Honorable Military Order of the Bath, Lieutenant Governor of the Province of Upper Canada, and Major General Commanding His Majesty's Forces therein." The date was 2nd November, 1835. The caption to the paragraph was . . . "sentencing females attended with inconvenience". Since the opening day of Kingston Penitentiary, 1 June 1835, there probably has never been a greater understatement.

We know that the first female prisoner to arrive there, in August of 1835, was a young woman from Hamilton, Susan T —. She was 20 years of age, single, 5' 8½" tall, dark-complexioned, brown hair, light grey eyes. She served one year for theft and was discharged on 27th August 1836 and given ten shillings for travelling expenses back to Hamilton. As to what happened to her thereafter, all is silent.

She has, however, her unrewarding place in penology as the first female to be sentenced to a Canadian penitentiary. Her expected arrival there threw the authorities into great confusion. She was joined by two other female prisoners, also from Hamilton. The harassed Warden, Henry Smith, in his Report of 15 October 1836, reported . . . "As it was found impossible to employ the female convicts to any advantage to the institution under the direction of keepers, a matron . . . was engaged . . . under whose care their labors have been beneficially applied in making and mending the bedding and clothing required for the prisoners." The salary of this first Canadian penitentiary matron was set at £36-0-0 a year.

Any thought, however, that the Cana-

dian penal policy favored women is disabused by evidence from Kingston Penitentiary in the first decades of its operation. In 1849 a Commission headed by George Brown of the *Toronto Globe* turned in a devastating report on the affairs of the Penitentiary and uncovered many cases of "revolting inhumanity". The Commissioners condemned the wholesale use of the lash and reported in addition "we are of the opinion that the practice of flogging women is utterly indefensible." Perhaps the Commissioners erred in describing Sarah O — as a "woman" since she was only fourteen years of age when flogged five times in three months, and the same applies to Elizabeth B — who was only twelve years of age when on six occasions she was lashed.

Before considering the present status of the female offender in Canada it may be useful to consider the number of female prisoners and the offences for which they are incarcerated, for both subjects are open to some public misconceptions. While it is recognized that there are many more male than female offenders, the precise ratio is not so well known.

According to the Dominion Bureau of Statistics, females 16 years of age and over who were convicted of *indictable offences* and imprisoned in Canada in 1958 numbered 624. These are the very latest figures. The total for 1957 was 517. Of the 624 imprisoned in 1958, 53 were sentenced to two years or over in the Prison for Women in Kingston; 490 to provincial goals; 63 to provincial reformatories; and 18 to provincial training schools. Males 16 years of age and over who were convicted of indictable offences and imprisoned in Canada in 1958 numbered 16,154; the total for 1957 was 14,043. Of the number of males imprisoned in 1958, 2,828 were sent to Federal penitentiaries, 11,242 to provincial goals, 1,911 to provincial reformatories and 173 to provincial training schools.

It will be seen from these figures (a) that the increase in female convictions

was 20% over the previous year and in male convictions the increase was about 15% over 1957 and (b) that the ratio of males to females incarcerated would seem to be approximately 26 to 1 for indictable offences in Canada. (It should be stressed that these figures are for indictable offences; they do not include summary and lesser offences)

These percentages inspire inevitable questions. Are women more law-abiding than men? Or do they just not get caught? Or, while stimulating men to crime, does their participation escape notice? Like most queries about human behavior and motivation the answers have to be in each case "yes and no". Miss Phyllis Haslam, the Executive Director of the Elizabeth Fry Society of Toronto, has discussed these "leading questions" in this way

"Girls receive more parental supervision than boys, are more likely to be questioned closely if out late, more expected to account for their movements. . . . They are less mobile than boys. They are less aggressive, or they learn to act, at least outwardly, to be submissive. . . . The girl learns from her mother the importance of conforming to the values and ideals of society Much crime is committed in order to gain profit, prestige or release from tension. A woman has more opportunity to have these through her role as mother, wife, lover Much female crime is hidden—sex delinquencies, theft by domestic staff, abortions, poisons, etc. . . . The woman has been accorded an elevated position in our society with the result that the police and courts tend to take a more lenient attitude towards the woman offender. Interestingly, where the social status of men and women tend to become equal, there is more crime among women."

Like Miss Haslam, other students of these problems agree that there are essential differences which warrant special attention and consideration being afforded the female offender. Some, not all, will

concur in the opinion made by an English divine, Caleb B. Colton (1780-1832), who observed—"Women do not transgress the bounds of decorum as often as men; but when they do they go to greater lengths."

It is difficult and also possibly unfair to make general observations on the correctional treatment given the female offender in Canada. In some institutions an increasingly good approach to realistic reformatory treatment is being made. There are, however, many weaknesses and deficiencies to be found if we survey all Canada. When the Fauteux Committee recommended in 1956 that "a more intensified system of varied forms of treatment should be instituted in the Women's Prison at Kingston," it was aware that many more custodial places for women than the one named were in need of such programs.

Throughout Canada there are numerous local gaols which accommodate female prisoners as a very minor sideline operation. Their cramped quarters are shown to visitors with an apologetic—"Here's where we keep the women. We only have a few of them, fortunately, and they don't stay for long." Obviously, for these there are "no varied forms of treatment", often no exercise, no reading facilities, no recreation, and the entire absence usually of any informed guidance or counselling. A case could be made out for the futility of most short terms for women. There should for them be more probation, with supervision under trained caseworkers. (It is to be hoped that all provinces will eventually have probation services, the cornerstone of an ideal correctional system.)

If the given circumstances do not indicate probation, the sentences should be of sufficient length to permit specialized treatment. This is most essential to the proper handling of female inmates with their complex difficulties. Many enter prison with health, dental, and emotional problems. Most lack any worthwhile educational or vocational training. Very few have any idea of proper work habits, or of the handling of money or even personal dress and grooming. Many have a basic insecurity which is probably responsible for much thieving and other anti-social behavior. For these therapy is needed. Surely such obvious requirements can be supplied in Canada with its wealth and professional knowledge?

A declaration of minimum treatment facilities for females would seem to be contained in a recent brief drawn up by the Elizabeth Fry Society of Kingston which recommended, inter alia, . . . "increased professional and qualified staff . . . a work program geared to training rather than production . . . the establishment of vocational training in the form of a business course, a hairdressing course, and a home economics course . . . a

greatly increased educational and recreational program . . . the increased use of the treatment team of psychologist, psychiatrist and social worker . . . and above all, a rehabilitative philosophy rather than a punitive one." If all institutions serving females had these attributes I am convinced the recidivist rate would decline.

The Elizabeth Fry Society of Kingston has for over ten years cooperated with the Warden and Matron at Kingston in a joint effort to try to introduce such programs even voluntarily. Outsiders have been brought in, including staff personnel of Queen's University and interested citizens of Kingston. They have conducted classes in languages, folk dancing, reading, drama and other pursuits. They have provided conversation and stimulating contacts with the outside world which several ex-inmates inform us have been invaluable. This program now should have increased scope with the completion of the Recreational and Dormitory Building presently under construction. This, in addition to eradicating the over-crowding, will provide more classrooms and a recreational area described as "suitable for activities such as volleyball, badminton, shuffle board, etc., as well as providing ample space for gatherings, for lectures, motion pictures and stage performances." It can be hoped that this is just another step in overcoming what Judge Allan Fraser of Ottawa once described as "the nothingness that goes on."

Beset with personal problems, as we have seen, and unable to cope with them, the average female inmate can become deeply frustrated. If understanding help and expert guidance are unavailable she may emerge from custody even less equipped to meet the vicissitudes of life than before she went in. Some years ago, a young woman in one of Canada's prisons took pen in hand and expressed her frustrated feelings in the following verse . . .

*"My world is made of sleep and brick
and bars.*

*It is a world where kindness is forgotten
And love an unknown quantity.*

*In this world you will not find
An outstretched hand to help you on
the way*

*Nor light to guide you through the
frightening dark*

*Nor yet a resting place where weary
souls may go.*

*But in this world you will find
Bitterness and hate and greed*

*And fear and ignorance and lust
And craftiness and jealousy and sin
And all the vilest deeds that ever were.*

*Yet from this world they tell me I
can go*

*And find my place and ever happy be.
I know it can't be so,*

*Now all I ask is that you also face
reality."*

Has there been an excess of "poodle license" here? If so, not a very great deal, to judge from personal histories one has known through official and private sources. Fortunately, I am convinced that, in Canada, more than ever before, there is now a greater willingness to "face reality" as regards the female offender and her special problems. The further encouraging factor is that this attitude is being shared by some key correctional officials and political leaders.

In a letter I received recently from a male ex-prisoner who has staged an excellent "comeback" there is the following passage . . . "What a man or woman needs most who has been released from prison or has been out a number of years is a friend. Many go through life without finding one. Not every offender would reform if he found a friend, but it would be a great help. This is especially true of female ex-prisoners." Fortunately, in Canada, the prison after-care movement has flourished since the end of World War II, and is subsidized by governments and private citizens.

There are now groups of these, under different names, established in 35 Canadian communities. These include Elizabeth Fry Societies in Toronto, Kingston, Ottawa, Winnipeg, Vancouver, and Moncton. The files of the National Parole Board contain testimony to the excellent rehabilitation work they are doing among females. The same applies to the services of the Salvation Army, the Church Army, and to John Howard Societies where there is no Elizabeth Fry branch. This doctrine of friendship is practised in a very practical way by skilled and devoted caseworkers across Canada. They also contribute through their Boards in the interpretation and advocacy of progressive penology. They stress constantly the necessity of public understanding of the problems of parolees and discharged prisoners generally.

This work is always challenging, sometimes frustrating, but never dull. The unexpected successes more than compensate for the unexpected failures. The failures, of course, are more liable to be publicized than the successes. Among the latter, to my own knowledge, are some women, former "lifers" and other "long termers" who have achieved success and happiness on "Civvy Street". Recently I visited an executive who told me that one of his most valued employees, in a post of responsibility, was a woman I know to have served terms for drug addiction in both the Mercer Reformatory and the Prison for Women, Kingston. Women, also, most assuredly, can "rise on stepping stones of their dead selves, to higher things". But they will need help and understanding to do so.

Unemployment in the Boom

by Richard Gwyn

ABNORMAL UNEMPLOYMENT has dogged Canada for three years. The standard drugs have been administered but the patient hasn't responded. His condition is actually worse than a year ago.

What do we do now? Set men to digging holes and filling them again? Shorten the work week so everyone has at least part of a job? Budget for perennial deficits to spread money around?

Some of these desperation measures must have suggested themselves to disheartened cabinet ministers as they studied this past winter's unemployment reports and rose again and again in Parliament to answer Opposition taunts with, "Well, what do you suggest?"

The government has so far flatly refused to accept the most obvious suggestion of all. When a man is sick he calls a doctor. Canada is sick with unemployment but there's been no proper study made of its causes and effects. A most effective study could be done by a group of experts, economists and sociologists, headed by a top-flight businessman with emphasis given to solutions for the different national regions.

But whatever line the government takes on this proposal it cannot for long ignore the paradox of Canada, 1960: persistent unemployment in the midst of steady business prosperity.

By all the laws of experience, unemployment should follow the ups and downs of business cycles. Somehow we've missed a beat and the graphs of prosperity and unemployment show entirely different trends.

The facts behind this paradox are easily stated:

- The Bureau of Statistics, from a sample survey ten times as intensive as that in the U.S., reported 517,000 unemployed in April. This was higher, both absolutely and as a proportion of the growing labor force, than last winter. It is only 5,000 below the worst month of the '57-58 recession.

- The next recession is widely forecast for 1961. If unemployment is not bottling down before then, the inexorable increase during the recession could precipitate a major social and political crisis.

- Unemployment is almost the only economic indicator persistently broadcasting storm signals. Total construction this year is up; industrial production is con-

siderably higher than a year ago; exports topped imports for the first two months; corporation profits are higher, so are labor incomes; interest rates are lower and the cost of living rise has been checked. Business is better; unemployment worse.

- The '57-58 recession hit the Conservatives almost the moment they entered office. With unemployment mounting and an election imminent, the government scrambled for all the anti-recession ammunition it could find. Immigration was cut. Last year there was a net inflow of barely 60,000. This can hardly be reduced further. Construction was boosted by assistance to housing. But will we have the same demand in 1961 when for more than three years houses have been built faster than new families have been formed? Capital works have been expanded. Transfer payments were increased. But can we pay for a repeat performance in 1961? Can we sustain another succession of massive deficits after so short a breathing-space in between?

Thus the problem resolves itself simply: we have persistent unemployment which has developed an immunity to traditional Keynesian cures. The reason is equally simple: These financial and monetary antidotes were developed in the Thirties; they won't work today because the nature of unemployment has changed.

There's little evidence that any significant number of the 566,000 unemployed in March were suffering as the old-fashioned unemployed did. There are no reports of families driven to the brink of starvation. There are no queues at soup kitchens nor are there breadlines. These worst hardships of unemployment have been banished by social security, the main plank of which, unemployment insurance, came in with the swing of the pendulum which is taking us toward a fully-integrated Welfare State. The question is whether, in some respects, this hasn't gone too far.

Although the government doesn't like to advertise the fact, we had this winter about 300,000 more people drawing unemployment insurance than were reported unemployed.

The trend away from a system of insurance for the unemployed was started by the Liberals and has been extended by the Conservatives. Seasonal benefits go not only to the unemployed but also to thousands with jobs which never have spanned a full year and which, because

of the climate, never will. The program has been broadened from *unemployment insurance* to *income maintenance* for Canadians with irregular jobs.

Such a lax and haphazard system is an open invitation to freeloaders. The best example is the 50 British Columbia fishermen who fattened last summer's net earnings of over \$20,000 by drawing unemployment insurance cheques for the whole winter. Reports are common of housewives who collect benefits, or of men who remain qualified by making sure they foul up interviews with any potential employers and so stay unemployed.

But freeloaders are of less consequence than the suspicion that such an inefficient system of helping the needy is in fact compounding their problems by encouraging idleness on a national scale. This might explain the contradiction of numerous job vacancies in the midst of unemployment or the undeniable success of immigrants in finding jobs when the market is supposed to be tight.

Wouldn't it be better to tighten the regulations, but make the extra money available to those who really need it?

The unemployment insurance system becomes most lopsided during the winters when seasonal workers, loggers, stevedores, fishermen, are added to the rolls. There is agitation to include farmers. Perhaps the logical limit would be to give unemployment benefits to everyone on their annual holidays.

About half the winter unemployment can be attributed to seasonal factors. To soften this blow the government operates a couple of stop-gap measures. But neither the municipal works program nor the "Do It Now" publicity campaign touch the heart of the trouble. There are no incentives to encourage year-round operations, not even in the vital construction industry. But Sweden, which has just as severe a climate, controls seasonal unemployment by judiciously applied tax concessions. Government interference is the price, but seasonal unemployment is licked.

Cold winters, obviously, are nothing new for Canada. But automation is something with which we have only just begun to be faced. The current problem is more strictly that of productivity rising faster than new employment opportunities.

Automation promises to revolutionize

the economy. Its side-effects are less pleasant. How many jobs, for instance, have been lost in the past eight years while the number of man-hours needed to manufacture a refrigerator have been cut by 40%? How many new jobs will never exist because of the Mannesmann automated tube mill at Sault Ste. Marie, Ont?

Only a Canute would try to slow the progress of automation but even he, after his first experience, might do something to prepare for it.

The National Vocational Training Plan goes part way toward educating unemployed workers into technical skills. But its annual enrollment of 4,000 is grossly inadequate.

More urgent is the need for a review of our entire educational system. We should ask if it is adequate for the demands of a technical and scientific society. The Labor Department has produced an alarming survey which shows that although only 30% of all jobs are unskilled or semi-skilled, some 70% of students

don't go far enough in high-school to qualify for skilled jobs.

Among other factors in this unemployment picture are: the relative scarcity of secondary industry, the most labor-intensive sector of the economy; our reliance on exporting low-labor content commodities while importing finished articles of high-labor content; and the effects of growing labor immobility.

Labor immobility is revealed in the difficulties of a community such as Elliot Lake, Ont., where an established industry has declined and no alternatives are in sight. Consideration might be given to the British practice of developing industrial estates in depressed areas by attracting secondary industries through tax bargains.

Whatever the causes, unemployment has become a monstrous and oppressive problem. Prosperity has not brought peace of mind.

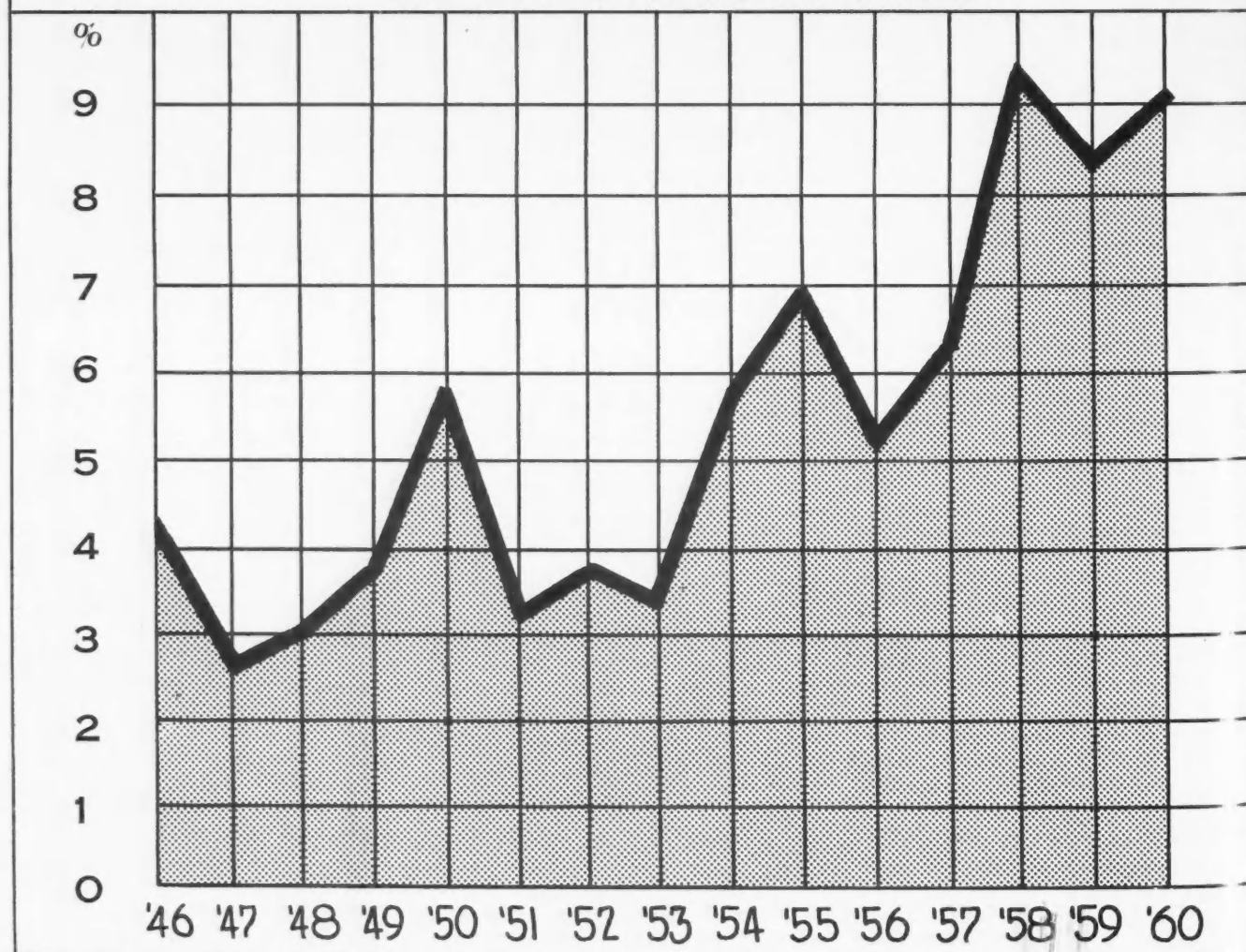
The government's stand has been a determined refusal not to cry "wolf". A bit of tinkering here and there but nothing drastic and all will be well. Finance Min-

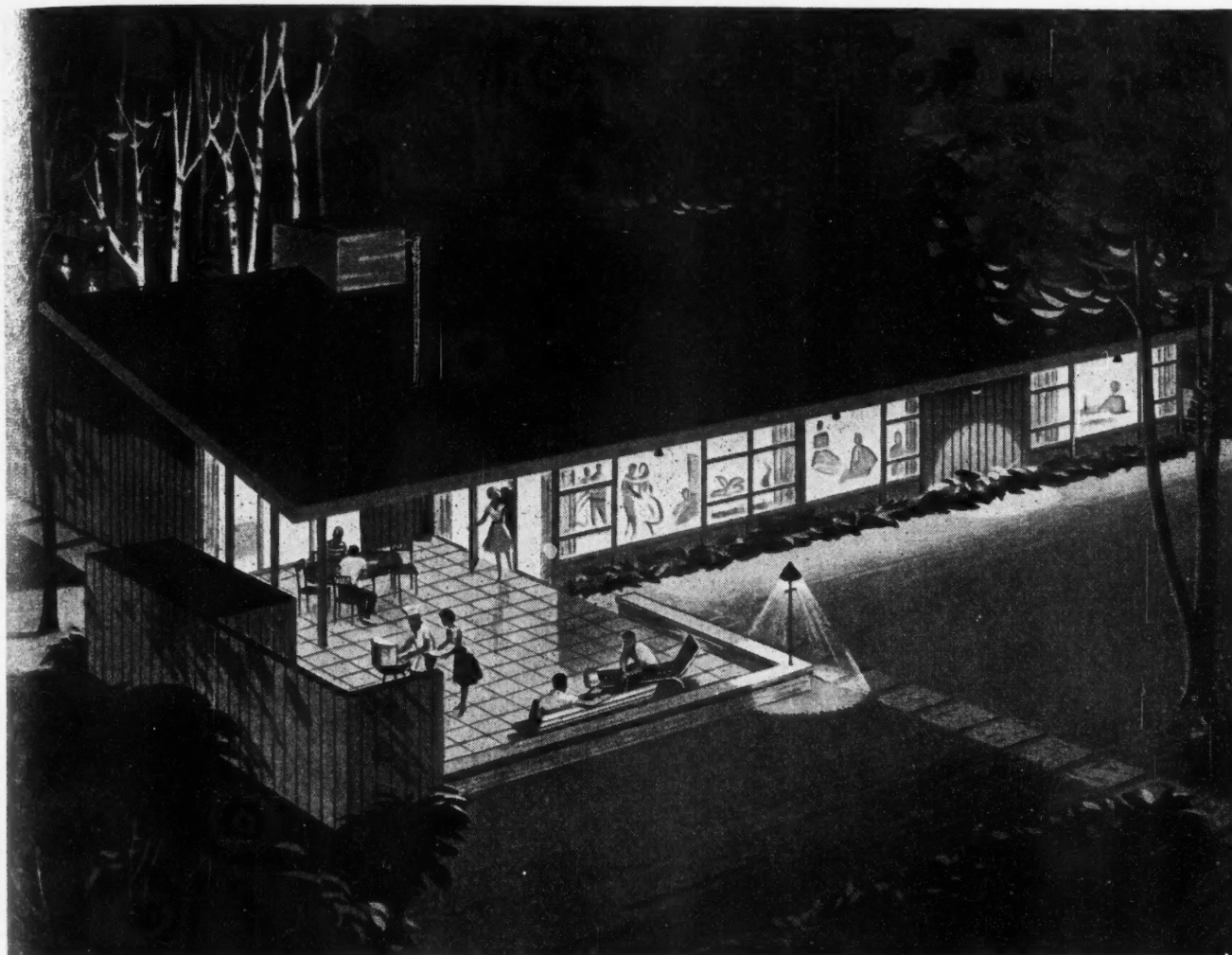
ister Fleming found space for just one sentence on unemployment in his 40-minute budget speech.

Many would agree with Bank of Canada Governor James Coyne that unemployment is a sign of a greater malaise in the economy. They would like to see secondary manufacture encouraged and the trade deficit brought closer to balance. Most of all, they believe Canada has indulged in an irresponsible economic binge and must sober up fast and accept a slower rate of progress.

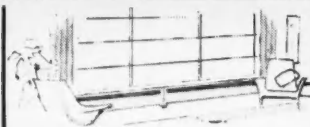
Finally, there are those who see no solution to the problem in its present context. Artificial creation of jobs, they argue, invites runaway inflation with depression at the end. Far better, they argue, to allow production to match consumption instead of stimulating the latter to create jobs. Society's needs would be met by a constricted but highly-technical labor force. The remainder would be made into artificial consumers by taxing those who are able to find regular work. A Grecian Utopia with machines replacing slaves.

CANADA'S UNEMPLOYED AS A PERCENTAGE OF TOTAL LABOR FORCE



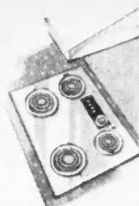


**Electrical living
offers you
many modern
features**

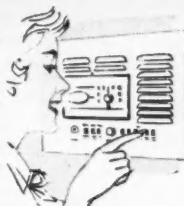


Electric heating insures clean, even heat throughout every room in your home.

**Built-in electric
ranges** are a real
convenience for
modern house-
wives...provide
clean, even heat
for cooking.



Intercom system
enables you to
communicate
quickly with any
room. Enjoy
music from
radio or hi-fi
anywhere in the
house.



NICKEL and COPPER bring you the comfort, security and convenience of modern electrical living

**QUALITY
CANADIAN
PRODUCTS
CONTAINING
QUALITY
INCO NICKEL
AND COPPER**

NICKEL. For electrical heating and cooking, no other metal is as important as nickel. Nickel chromium resistance wires in your heating appliances help insure efficient operation and long dependable service. Nickel alloys are used as a sheathing in the heating elements of modern electric ranges.

COPPER. For residential wiring no other metal conducts electricity as economically nor as well as copper. It brings to your home all the wonderful advantages of electric light, heat and power — the utility of modern household appliances—the security and convenience of the telephone — the pleasant relaxation of radio and television.

**THE
INTERNATIONAL NICKEL**



COMPANY OF CANADA, LIMITED

55 YONGE STREET, TORONTO

WATER TELLS THE TRUTH ABOUT WHISKY. When it meets whisky, water is the essence of outspoken frankness. It adds nothing, detracts nothing, disguises nothing in making the whisky express its own character and flavour . . . Such a meeting is the critical test we urge for Seagram's "83". For here is one whisky deliberately distilled, aged and blended to satisfy the most discriminating palate when mixed with nothing more than plain or sparkling water . . . Make this easy, all-revealing test with "83" and see if you don't agree that a whisky of such light, clean, round, palate-tingling flavour must certainly be an ideal drink when combined with anybody's favourite mixer!



*A distinguished new decanter
for a distinguished Canadian Whisky...
for generations a great
Canadian favourite.*

Lighter Side

Canadian Backyard

by Mary Lowrey Ross

THE ANGRY YOUNG man, that over-familiar figure, popped up again recently in an interview with Dr. Gordon Shrum of the University of British Columbia. "Where are our angry young men today?" Dr. Shrum demanded in an interview. "Students lose all their imagination and curiosity in school."

"I don't see what being angry has to do with imagination and curiosity," I said, in discussing the subject with Mr. Duffy, my next-door neighbor.

"Well, they often seem to go together," Mr. Duffy said, uncoiling the garden hose. "Beethoven was an angry man. Carlisle was a hard man to get along with. The great Dr. Johnson was a pretty testy type."

"And Boswell was nothing but a human tape-recorder who never got mad at anybody," I said. "Yet nobody reads Dr. Johnson any more and people go right on reading Boswell."

"Hey, beat it, scram," Mr. Duffy said, turning the hose on a pair of ears that pricked along the fence. The ears vanished. "Cats!" he said. "They ought to be made to license them, like dogs. Or send them all to the pound."

"As I was saying, I'm getting pretty tired of the young man cult," I said. "What's so special about the angry young man anyway? It's got so that it's almost as bad to be a cheerful young man with talent as a bad-tempered one without any."

"Well, the cheerful one can always get on television," Mr. Duffy said. "That's one field where there isn't any room for the angry young man. Everybody on television is bright and helpful. Everybody's Mr. Clean."

"They're mostly government employees," he went on, "and civil servants are paid to be civil. Name me one fighting program on CBC."

I considered. "Fighting Words?" I suggested.

"Ever see a fight on 'Fighting Words,'?" Mr. Duffy said, "Ever see anyone blow his top or even wave his arms?"

"They're not supposed to come to blows," I said. "It's supposed to be a calm, intelligent argument carried on by well-rounded, socially adjusted personalities."

"Maybe that's what wrong with this country," Mr. Duffy said, "We only fight when we're supposed to."

"Well, we're always jumping into world wars," I said.

"We don't jump into world wars," Mr. Duffy corrected. "We just go to bed civilians and wake up to find we're fighting for democracy. We get into world wars because we're well-rounded, socially adjusted personalities. We don't get into them because we're particularly mad at anybody."

"Well, there are enough people getting mad in other countries," I said, getting a little mad myself. "I don't see why Canadians—"

"Oh Canadians get mad," Mr. Duffy said. "They get mad if they're offered jobs that don't include hospitalization and pension plans. Then when they get older they get mad over parking problems and liquor regulations and tight money and the closed Sunday."

"Well what do you want them to get mad about?" I asked.

Mr. Duffy shook his head. "All I know is, you don't get great poetry and art because people are mad at faulty collection of garbage on holiday weekends. You don't get a sense of national greatness out of fighting the rise in street-car fares."

"You mean we're only interested in what happens in our own backyard," I said.

"That's about it," said Mr. Duffy.

"Tell me, Mr. Duffy," I said after a moment, "If you had to choose between a city-by-law ordering the licensing and control of house-cats and an Ottawa vote of censure on the conduct of the South African Government, which would you pick?"

"If we had a few angry young men in control it wouldn't take long to settle either question," Mr. Duffy said.

"We'd probably have a second Boer War," I said.

"Could be," said Mr. Duffy.

"Well," I said, "there's a lot to be said for a country that isn't particularly mad at anybody but goes along minding its own business and getting out of the right side of bed in the morning."

"One of these days," Mr. Duffy said, "somebody's going to fly another plane over the wrong territory and there won't be any more getting out the right side of the bed. There may not be any more getting out of bed at all."



there's
Something
Special
about

du MAURIER

- most effective filter tip yet developed
- choicest, extra mild Virginia tobaccos
- rich flavour, exceptional smoothness
- firmly packed for longer-lasting smoking pleasure

du MAURIER

A Really Milder High Grade Virginia Cigarette
with the EXCLUSIVE "Millecel" SUPER FILTER

Call on
Canada's
largest
tele-communications
team to
solve your
communications
problems



Canada's most experienced communications team — Canadian National and Canadian Pacific — is skilled in solving the communications problems of all kinds of businesses, large or small. No two businesses are alike. Each demands special communications skills and Canada's largest, most experienced organization has them — at your service.

For expert, specialized information and service on *your* communications problems, call your nearest Canadian National — Canadian Pacific Communications Office.

All forms of instant, printed communications.

teletype
telex
data processing
facsimile
telemetry
telegrams

Wire facilities for all requirements.

**CANADIAN
NATIONAL**

TELE-COMMUNICATIONS

**CANADIAN
PACIFIC**

Ottawa Letter

by Edwin Copps

The PM and the Commonwealth

ONE CHORE OF THE Prime Ministership is that John Diefenbaker handles with far greater skill than either of his recent predecessors is the conduct of Canada's relations with the British Commonwealth.

The late Mackenzie King distrusted the Commonwealth idea, regarding it as an ingenious apparatus set up by diehard British imperialists to retain and exercise control over former colonies such as Canada which could no longer be openly managed by London's Colonial Office. Whenever he went to a Commonwealth conference, King went there on the defensive, looking for no greater achievement than to protect Canada's emerging independence against attempts, real or imagined, by scheming British diplomats to undermine it.

Ex-Prime Minister Louis St. Laurent shared his Liberal predecessor's doubts about the Commonwealth's purposes. Being a French-Canadian, and open to the charge that he resented the British tie, St. Laurent was always at pains to pay lip service to the Commonwealth as an institution. But his concealed distrust was bared at the time of the Suez crisis when the St. Laurent Government promptly and publicly branded the Mother Country an accessory in the aggression against Egypt. And St. Laurent himself, in the heat of Commons debate, delivered an intemperate lecture to Britain (and France) about bullying smaller nations.

This St. Laurent outburst against Britain was the Quebec-born Prime Minister's most memorable public demonstration of pent-up resentment. But there were other clear indications by St. Laurent during the years he was in power in Ottawa that he was bent on reducing British influence to a minimum in this country. St. Laurent had a big hand in the abolition of Canadian appeals to the Privy Council; in rewording the Sovereign's title (listing Canada as one of the Queen's "realms" rather than a dominion); in making Canadian citizens of Canada first, British subjects second; and in striking such a colonial era word as "Dominion" out of common Canadian usage.

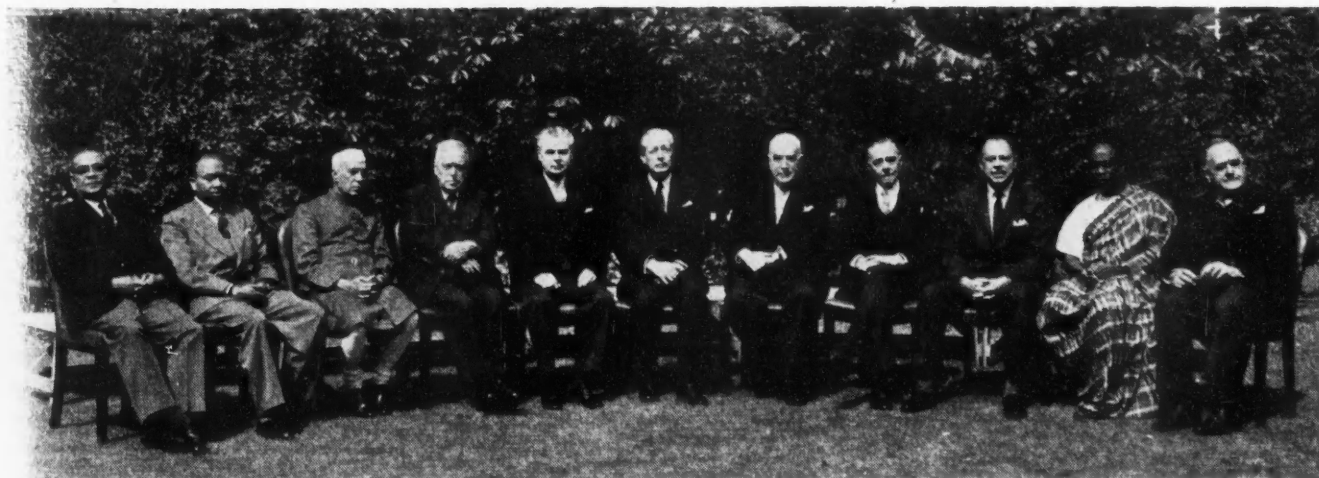
Another point where St. Laurent displayed his real feelings was in his attitude toward Commonwealth conferences. He approached these events with patent boredom, obviously regarding the regular pilgrimages to London as of just one more of those formalities a Canadian Prime Minister must suffer through. Hansard records various instances when opposition questioners attempted to stir St. Laurent's interest by asking him about prospective topics for discussion and viewpoints that Canada would express. The queries always were brushed aside. Invariably, too, when he returned home from a Commonwealth prime ministers' session, St. Laurent delivered the most perfunctory account of the meeting and left a distinct impression that it had hardly

been worth the ocean voyage.

How different is the attitude of John Diefenbaker! Like St. Laurent, Diefenbaker has no inborn sentimental attachment to Britain; being primarily of German descent, he is the first leader of non-Anglo-Saxon ancestry the Tory Party has ever had. But in the affections and admiration of John Diefenbaker, Britain and the Commonwealth unquestionably rank close to Canada and his beloved home province of Saskatchewan.

This was clearly evident in the House of Commons when the Prime Minister reported to Parliament on the recent meeting of the Commonwealth leaders in London. The speech may well have been the most effective he has delivered since becoming prime minister. It was a difficult speech to make, because its main topic was the racial conflict in South Africa, a subject that had stirred angry reaction in Canada beforehand. Without detailing the actual discussions, which are informal and secret, Diefenbaker had to report to the House on what had been accomplished in the talks. Some progress had undoubtedly been made at the conference on this touchy issue but it was subtle and imperceptible. To describe it was like trying to give a running account of the hour hand's movement on a grandfather clock.

As is usual for him (but not, alas, for most MPs) Prime Minister Diefenbaker spoke without a prepared text, referring only to a handful of notes and documents for a few direct quotations. Using this technique, Diefenbaker often tends to be verbose and rambling. On this occasion he was brief and precise but at the same time as fully informative as he could be without breaking the unwritten but strict rules of secrecy that always have prevailed at these conferences. There was no evangelical manner this time but the speaker's reverence for the Commonwealth as an in-



The Prime Ministers of the Commonwealth pose for this official picture in the grounds of 10 Downing Street, London, at the ninth Commonwealth Prime Ministers' conference. Left to right are Tunku Abdul Rahman of the Federation of Malaya; Edmund Cooray, Minister of Justice for Ceylon; Shri Jawaharlal Nehru, of India; Walter Nash of New Zealand; John Diefenbaker of Canada; Harold Macmillan of the United Kingdom; Robert Menzies of Australia; Eric Louw, Minister of External Affairs for South Africa; Field Marshal Mohammad Ayub Khan, President of Pakistan; Kwame Nkrumah of Ghana; and Sir Roy Welensky, of the Federation of Rhodesia and Nyasaland.

PEACEFUL • PICTURESQUE • ENTERTAINING

THE Manoir RICHELIEU

AND COTTAGES

AT MURRAY BAY, QUEBEC ON THE ST. LAWRENCE



For reservations, consult your travel agent or
CANADA STEAMSHIP LINES, LTD.
 759 VICTORIA SQUARE
 Montreal AV. 8-0231

CHOOSE FROM
THIS SELECTION
of superb
SHERRIES
by
SANDEMAN

DRY DON The perfect aperitif for those who prefer a dryer flavour.

ARMADA GOLDEN A quality Oloroso — full bodied and rich — the wine for every occasion.

ARMADA CREAM Sherry Supreme, no other wine can compete in price or compare in quality.

Sandeman control their own production from the vine to the bottle, and ship direct from Spain. They offer you two great advantages over other sherries — highest quality — lowest price.

IMPORTED DIRECT FROM SPAIN

The Don

stitution and for the historic importance of these deliberations gave the speech a tone that oratorical style could never supply.

"I cannot reveal, in the tradition of those meetings, the substance of the talks," he said. "I had two lengthy and private personal conversations with Mr. Louw (the South African delegate) . . . I left Mr. Louw in no doubt that in Canada there is no sympathy for policies of racial discrimination, on whatever grounds they may be explained, and that such policies are basically incompatible with the multi-racial nature of the Commonwealth association. I made it clear to him that the policy of South Africa was a denial of the principle that human dignity and the worth of the individual, whatever his race and color, must be respected, and that there could be no doubt as to our views in that connection.

"I would be less than frank if I did not say that I cannot report that there was any indication in Mr. Louw's attitude, representing his government, that he was moved by the arguments or concerned about the force of international opinion. However, he learned the viewpoint, he recognized that of all those present there no one, in the informal meetings or elsewhere, could give support to racial discrimination in a multi-racial commonwealth."

Although the racial discrimination issue was not on the conference agenda, Diefenbaker reported that it was discussed thoroughly at private conferences and among groups. At the meeting's end, the official communique referred to the Commonwealth as "a multi-racial association". It expressed "the need to ensure good relations between all member states and peoples of the Commonwealth." The remarkable fact was that this communique, clearly establishing racial equality as a fundamental Commonwealth tenet, was signed by South Africa. "I am not going to interpret those significant words because they require no interpretation," John Diefenbaker said. "Their significance lies in the fact that they were unanimously accepted by all who were there."

The clear interpretation, which Conference Delegate Diefenbaker could not bluntly state in so many words, was that South Africa, having recognized this Commonwealth Rule, must now decide whether to abide by it or be outlawed from the association.

Anyone with less faith in the strength and influence of the British Commonwealth might expect the stubborn South African regime to choose expulsion before reform. But not John Diefenbaker. "It is my hope that the South African Government will heed and heed quickly the appeal that was made to it," he said. "I hope that by this meeting we have assisted in the process of change."

Books

by Arnold Edinborough

She Knew What She Wanted



Annie Besant in the year 1885.

WHEN MADAME BLAVATSKY died in April 1891 her powers as "Chief Secretary of the Inner Group of the Esoteric Section and Recorder of the Teachings of the Theosophical Society" devolved upon Annie Besant. It seemed strange then, and seems no less strange even now, that a woman as intellectually honest and as socialistically determined as Annie Besant would get herself mixed up with such a shabby old fraud as Madame Blavatsky. But Annie Besant was never predictable, always supremely self-confident that whatever she did was right, and as tough a match for a man, even on his own ground, as any woman since Eve.

In *The First Five Lives of Annie Besant* Arthur H. Nethercot gives us the first unbiased biography of this remarkable woman. He has ranged widely for his sources, sifted them patiently and consorted those people who knew her for the anecdotes which make her come alive. The result is a work which is scholarly enough for Professor Nethercot to justify applying the funds he received from the H. Bright Fund and yet readable enough for even the most desultory inquirer to have his interest roused and held.

Annie Besant spent her early life in genteel poverty, getting her education from a lively sister of Captain Marryat (the author of *Mr. Midshipman Easy*). By her mid-teens Annie, who had lived abroad with Miss Marryat for much of the time, was proficient in French and German as well as her native English. She had also become involved in radical politics through a lawyer friend of the

family who fought the cases of the poor. By the age of twenty she was married to a cold fish of a clergyman who, as his papers at his death showed, was so methodical in his own self-importance that he collected and numbered all the sermons he ever delivered (No. 1 was delivered on February 11th, 1866, some twenty months before he was married and No. 3,110 was preached on March 18th, 1917, shortly before his death).

Though Annie bore him two children she was "outraged at heart" by the physical side of marriage. Her husband, unaware of her feelings, insisted on being very much the master in his own house. When Annie could not square his coarseness and domestic violence with his faith as a Christian she typically went through the Bible and the Prayer Book to find out whether she could remain one.

She found she could not and refused to go to church with her clerical partner. He assaulted her, abused her and threw her out of his house. She went to London to her mother's, met other radicals as a result of attending meetings and soon began a lifelong association with Charles Bradlaugh, a militant atheist who was later denied his seat in Parliament for years because he would not take the oath on the Bible.

This association with Bradlaugh made her pious husband sue for the return of their daughter and forced him to seek an injunction which would restrain his wife from coming into contact with either of her two children. It is a suitable comment on the judiciary of England that he won, and a comment on the father that fifteen years later, when both children had reached maturity, they left their father for good and returned to their mother.

Thus rid of her husband and temporarily bereft of her children Annie, having been oppressed herself, flung all her energies into fighting wrong and oppression wherever she saw them. In Victorian England she did not have far to look. The bosses of the Industrial Revolution were in full control, sweating labor, ignoring elementary rules of worker safety and using children scarcely old enough to stand, much less work. The Church,

frightened of the new scientific spirit, was on the defensive, using its political power in the Lords and its power as landlord in the country to protect its wealthy privileges.

Annie made her first telling attack by publishing, together with her new friend Bradlaugh, a treatise on birth control. Called *The Fruits of Philosophy*, the tract was blunt in giving advice on contraception. When the whole edition was ready for the public Bradlaugh and Annie sent copies to the magistrates and forced the government into prosecuting it. In the end the decision was for them and Annie exploited it by writing a more refined version of the book called *Law of Population*. The two together were best sellers for years and helped much with the Bradlaugh finances and the support of the National Secular Society.

After birth control came an attack on the exclusiveness of London University which, like Oxford and Cambridge, did not allow women to take degrees. Annie determined to take a degree in chemistry and set up classes in the meeting hall of the National Secular Society. For four years she persevered, and was ultimately turned down for her degree only because her final examiner, knowing her reputation as a freethinker, bluntly refused to pass her. But by her telling the world where she failed and why, she soon made it easy for other women to take their degrees.

Then came the trades-unions. In traveling amongst the poor and the self-educated she had seen misery which she could not let persist. Her first attempt was to organize the match-workers at the Bryant and May match factories since Messrs. Bryant and May were notoriously bad employers. Annie went to one of their factories, quietly interviewed three employees, who did not suspect what would be made of their matter-of-fact account of their daily lives. But in the next issue of Annie's magazine, *The Link*, she railed at their low pay, the wretched conditions of their work and, pulling out all the stops, went on "Do you know that girls are used to carry boxes on their heads until the hair is rubbed off and the



Looking
for
new
delight
in a
drink?

REACH FOR
Ross's
APRICOT
BRANDY.

...another international favourite
from the makers of
Ross's SLOE GIN

ROSS'S BRAND bottled in Great Britain

young heads are bald at fifteen years of age? Country clergymen with shares in Bryant and May's, draw down on your knee your fifteen-year-old daughter; pass your hand tenderly over the silky clustering curls, rejoice in the dainty beauty of the thick, shiny tresses . . ."

The Rev. Frank Besant may not have held Bryant and May stock but the arrow was obviously barbed in his direction.

The strike was won, the wages increased. Almost in the same week the NSS marched on Trafalgar Square merely to assert their right of free assembly. The government had been trying to curtail this in order to keep union organization and radical agitation to a minimum. There were heads broken but again the point was made and Annie can take part of the credit that Trafalgar Square is still used by people to protest the atom-bomb or to urge a boycott on South African goods.

By this time "Annie . . . was no longer the slim sweet woman she had been. Everything about her had coarsened. She had broadened considerably and her slight stoop made her look shorter than she was. Her hair, cut close in order to be more easily taken care of, had begun to show silver streaks. Her skirts had been shortened to keep them out of the mud when she was trudging through the East End and she wore thick laced boots for the same reason". In this figure, and with the title of "Annie Militant", she was constantly satirised in the papers and in *Punch*.

But she was not just a militant socialist. She was an intellectual giant. Her mind ranged over the same breadth of concern as her emotions. In the law courts, in the rough-and-tumble of polemic journalism, on the platform against the most persistent heckler she rarely had to give ground. Even George Bernard Shaw, who was a close friend, recognized her intellectual capacities, and with him and his associates, she helped to found The Fabian Society.

She was, in a word, the woman who more than any other is responsible for much that is now taken for granted by the working woman of today. Today's woman's right to organize, her right to be educated, her right to read what she likes, her right to divorce a cruel husband (in England at any rate) and her right to be heard wherever and whenever she chooses, are just some of the things which Annie Besant achieved.

Why she then turned Theosophist is another story, and those who have followed her through these *First Five Lives* will wait eagerly for the answer in Professor Nethercot's next volume.

The First Five Lives of Annie Besant, by Arthur H. Nethercot—University of Toronto Press—\$7.50.



ST. ANDREW'S COLLEGE

Founded in 1899

AURORA

ONTARIO

A BOARDING SCHOOL IN THE COUNTRY FOR BOYS GRADES 6 TO 13

- sound academic education
- small classes
- supervised study periods
- sports programme for all
- character development stressed

ENTRANCE SCHOLARSHIPS
and
OLD BOYS' FOUNDATION AWARDS
for
BOYS ENTERING GRADE 9 OR HIGHER

Examinations for entrance scholarships held annually in mid-May. Applications to be received by May 1st.

For Prospectus and Scholarship
Information write to

The Headmaster
J. Robert Coulter, B.A.
St. Andrew's College, Aurora, Ont.

Residential School for Girls

ALMA COLLEGE

Founded 1876, High
School including
Grade XIII. Fine Art,
Secretarial, Home
Economics, Music.

Write for prospectus.
Mrs. Steele Sifton, B.A. B.Ed.
Principal

OPENS Sept. 8, 1960

ST. THOMAS, ONTARIO, CANADA



Quixotic Journey

Quest for Quixote is an account of Rupert Croft-Cooke, an Englishman living in Tangier, with a good knowledge of Spanish and a long-term affection for Spain and Spaniards, sets off to follow the routes of Don Quixote's three sallies. He knows Cervantes' novel intimately, and that his friendship with Don Quixote has lasted so long and meant so much to me that as I set out now it is like a long-awaited meeting, an appointment to which my past life has been leading me, a real and urgent appointment which I am impatient to keep."

He goes to La Mancha, accompanied by his own Sancho Panza, a tough young Tangerine Spaniard named Andres Garcia. Setting out each time from Don Quixote's home, Argamasilla de Alba, he makes the three sallies (by car and on horseback).

His adventures and meetings on these twentieth century "sallies" are strictly present-day, and he is careful to avoid preciousness in evoking the memories and echoes of the Cervantes journeys of some 350 years ago. However, he says, "In all *Don Quixote* there is no incident which is not well within the compass of contemporary life, no scene which is not easily imaginable by the reader, yet the effect is a revelation which may well be called profound, which leaves nothing unplumbed in human nature." N.A.F.

The Quest For Quixote, by Rupert Croft-Cooke—*British Book Service*—\$4.25.

Calculated Candor

"I HAVE A NATURAL sense of timing and six writers," Bob Hope once remarked in an interview, "so how can I go wrong?"

Though Jack Paar managed to get along with only one writer his recent *I Kid You Not* reads, over the opening sections, like a Bob Hope script, the wisecracks moving with the spontaneity of clockwork.

For the rest, it is a reassembling of the Paar legend to date, and as such it probably can't go wrong, at any rate with our followers. They will find in it everything they have already found in the Paar programs and the Paar publicity—the now-familiar upsets and anecdotes, the calculated candor, the odd blend of malice and sentimentality, the loyal championship taste and the occasional lapses from it. "I can't understand why anyone should stop just to read my life when they can watch the unexpurgated edition unfold every weekday night," Author Paar writes in the foreword. This is as good a summing up as any of a record whose chief claim to being an autobiography or even a book is that it appears between hard covers.

Kid You Not, by Jack Paar—*Little, Brown*—\$4.50. M.L.R.

BOND

PROVINCIAL

One shouldn't harp

But one must. About Provincial Bond. Absolutely superb for business forms and direct mail pieces. None better. Ample rigidity, good bulk, very uniform. Plays lovely music on high speed offset duplicators, letterpress and offset presses. Write Provincial—388 University Avenue, Toronto, for samples.

PROVINCIAL PAPER, LIMITED

Printing Papers of Proven Performance
Toronto • Montreal • Winnipeg



Chess

by D. M. LeDain

"A THING OF BEAUTY is a joy forever". Adolf Anderssen's "Immortal Partie" played against Kieseritzky a century ago continues to amaze and delight each succeeding generation. Hear Steinitz' appraisal: "Contains almost a continuity of brilliancies, every one of which bears the stamp of intuitive genius, that could have been little assisted by calculations, as the combination-point arises only at the very end of the game with a final sacrifice of the Queen after two Rooks and a Bishop had already been given up."

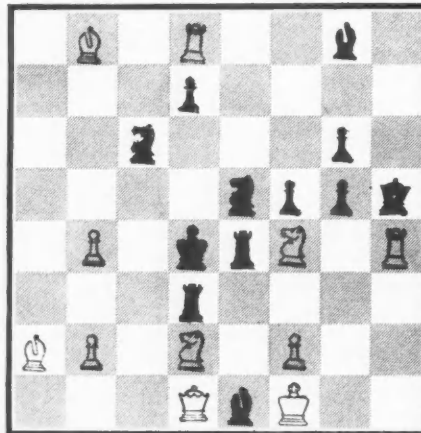
White: A. Anderssen, Black: L. Kieseritzky, (London, 1851).

1.P-K4, P-K4; 2.P-KB4, PXP; 3.B-B4, P-QKt4; 4.BxP, Q-R5ch; 5.K-B1, Kt-KB3; 6.Kt-KB3, Q-R3; 7.P-Q3, Kt-R4; 8.Kt-R4, P-QB3; 9.Kt-B5, Q-Kt4; 10.P.KKt4, Kt-B3; 11.R-KKt1, PxP; 12.P-KR4, Q-Kt3; 13.P-R5, Q-Kt4; 14.Q-B3, Kt-Kt1; 15.BxP, Q-B3; 16.Kt-B3, B-B4; 17.Kt-Q5, QxP; 18.B-Q6!, BxR; 19.P-K5!, QxRch; 20.K-K2,

Kt-QR3; 21.KtxPch, K-Q1; 22.Q-B6ch!, KtxQ; 23.B-K7 mate.

Solution of No. 245, (Neumann).
Key. 1.R-QKt3.

Problem No. 246, by F. Fleck (1st prize, "Magyar Sakkvilag", 1957).
White mates in two moves (11 + 12)



Puzzler

by J. A. H. Hunter

"CHECKING YOUR ill-gotten gains, eh?" commented Ted, seeing the mess of paper on his friend's table. "I'd hate to pay your tax."

"On my five thousand?" Len laughed. "That's all and exactly what I made the fifty-two weeks of last year, and the final week I made just under half what I made the first. It's not all that good on commission."

"Days off when you want." They'd been through this so often. "But why check up now on that old stuff?"

"Something odd I noticed," Len replied. "The first part of the year I made one even dollar more each week than in the previous week, and things were fine. Then the rot started, and for the rest of the year I dropped just two bucks each and every successive week right through to the grim end."

All jobs have their ups and downs, but that was a really curious coincidence. How much had Len made the last week of that year?

(128)

Answer on Page 60.

Put It to the Test

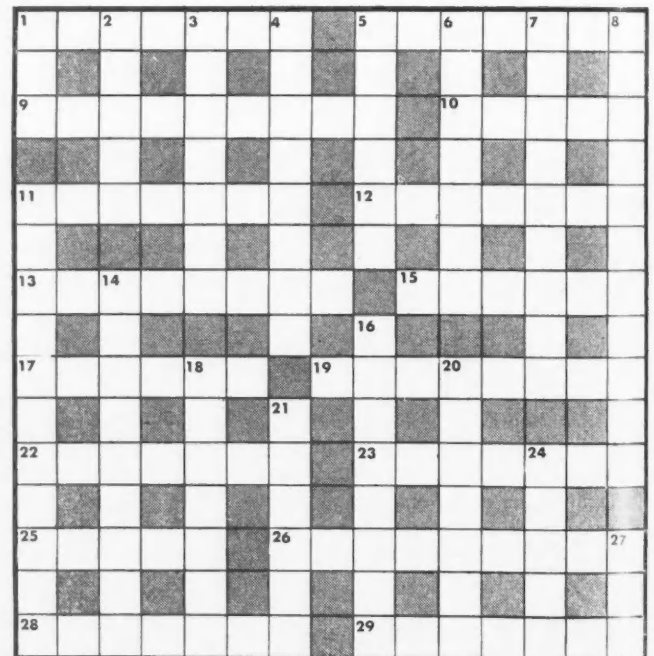
by Louis and Dorothy Crerar

ACROSS

- 1 Perhaps a fad the foolish person turns to. (3-4)
- 5 Though not logical, funny cunning bunnies have it repeatedly, you hear. (7)
- 9 It supplies a good spread and something to drink from. (9)
- 10 But the thing you want this much doesn't have to be wicked! (5)
- 11 Nowadays a Barrie revival presents an obstacle to progress. (7)
- 12 It's at the front, too, when the kilties go into action. (7)
- 13 Get together with 25 to make change to pay at this 11A. (4-4)
- 15 An incentive to make a disc-jockey ride a winner. (6)
- 17 This thing is all the fashion. (6)
- 19 Mercury lost his tail but got it back with nothing on in Shakespeare. (8)
- 22 He should be polite but not necessarily civil. (7)
- 23 Seldom found piece of culinary art. (7)
- 25 Sounds like a lot to return after all. (5)
- 26 Yet unexpectedly this kind of person sets a bad example on the railway. (9)
- 28 Though having a fling to start with, those suffering from it come to the same end --- (7)
- 29 --- as those suffering from this unhappy state. (7)

DOWN

- 1 It's not true that this is seen backwards with bifocals! (3)
- 2 A private one is at home with learning, as it were. (5)
- 3 The Prime Minister initials it every day. (7)
- 4 Starting with December, speak of what one should do for Christmas. (8)
- 5 One so arrogant is opposed to going down with the wrecked ship. (6)
- 6 Ponselle took the bus up. Keep it dark! (3, 4)
- 7 The sole location? (9)
- 8 This arrangement for employees could mean a four-day work-week. (3, 2, 3, 3)
- 11 Combats vehicles, and gets marks for it. (6, 5)
- 14 Really lit! And we mean really! (9)
- 16 Not the kind of person who typifies the Age of Anxiety. (8)
- 18 For a change let's eat in the U.S.A. (7)
- 20 Can drop over to provide what sounds like a callous cure. (4, 3)
- 21 In the throes? Not us! (6)
- 24 When Americans sing their national anthem they pay tribute to this Indian at last. (5)
- 27 The ayes have it! (3)



Solution to last puzzle

ACROSS

- 1 Venetian Blind
- 9 Numbing
- 10 Ravaged
- 11 Canals
- 12 Bad loser
- 14 Statue
- 15 Oedipus
- 18 Arrived
- 20 Lagoon
- 23 Stealthy
- 25 Entrée

DOWN

- 27 Noisome
- 28 Avocado
- 29, 1D. The Merchant of Venice
- 1 See 29
- 2 Nominator
- 3 Triolet
- 4 Argo
- 5 Barcarolle

- 6 Invalid
- 7 Doges
- 8 Address
- 13 Head-cheese
- 16 Procreant
- 17 Massine
- 19 Volpone
- 21 Gondola
- 22 Let off
- 24 Exist
- 26 Tale (49)

Films

by Mary Lowrey Ross

A Playbill for the Juniors

THE SOAP BOX DERBY: On the one hand we have the "good" gang whose chief ornament is "Four Eyes", a small spectacled genius entrusted with designing the entry for the Battersea Soap-Box Derby. On the other hand, there are the bad boys, dominated by a loutish twelve-year-old who plans to steal the design for the benefit of the rival gang.

The good boys have the co-operation of Grandpa, an agile oldster who darts about in a little British car that looks like a cellophane hat-box. The bad boys are supported by the villain's father, operator of a steam-shovel, and a fiercely doting parent. The Battersea plans have a strong lead, and by threatening the designer's little sister and holding her doll as hostage, the villain is able to discover and make off with the prize blueprint. Then, since this doesn't work, he and his father decide to steal the model itself.

The theft is discovered, the villain is chased and Father is hoisted by Grandpa in his own steam shovel. The model entry, still looking as though it had come off a Detroit assembly line, is rescued in time to win the Derby. So everything ends happily, with Four-Eyes, the discredited hero, restored to gang favor and, for a glorious windup, the villain and his father satisfyingly dunked in a mud-puddle.

I have given this scenario in some detail because it illustrates most of the principles laid down by Miss Mary Field, producer of the picture and chairman of the International Centre of Films for Children. On analysis (the analysis is mine, not Miss Field's) the picture breaks down as a sort of toy-scale gangster, involving junior battles, kidnapping, extortion and detection, with the inevitable come-and-punishment-derby as a windup. When I suggested to Miss Field that the film included considerable violence, she corrected me quickly. "It's action rather than violence; the sort of fisticuffing that goes on among boys that age anywhere."

I noticed that when Grandpa knocked over a fruit stand with his car, he didn't stop to see what damage he had done," a parent pointed out, and Miss Field laughed indulgently. "Oh well, Grandpa was rather a naughty character," she said. "Besides, we can't be too moral. If we stop to point out all the lessons in-

volved we lose the children's interest."

The questioning took place in the foyer of the theatre, following the showing of the program. Miss Field, a pleasant-faced Englishwoman, answered all questions sympathetically, but with the authority of someone who has had long experience in dealing both with children and with children's parents. She has spent many years studying the fluctuations of childish interest at the movies and she can measure the interest-span of the average child within millimetres of film. On this basis she has worked out a number of principles which she applies to practically all the films for which she is responsible.

Children, she has discovered, are confused by even a moderate degree of so-called characterization in adult films. They like the simple logic of melodrama, with the good people good, and the bad people bad, and they are disconcerted when they have to shift their sympathy. They prefer sex-segregation, but are willing to tolerate one small girl in a boy's film, or vice versa.

They enjoy action, but shrink from violence. They like elderly people, but

parents must be young and attractive. They accept without question the patterns laid down for reasonable child-behavior, but they grow restless if the rules are spelled out for them. They enjoy the modern instance—all Miss Field's films are contemporary—but they reject the wise saw that the occasional parent would like to emphasize. Miss Field, who has developed a sort of grandmotherly tolerance towards child-audiences, tends to be on the side of the children, rather than the parents, whenever possible.

Children, she has discovered, want pictures that spell freedom but offer security. They like plot-lines that follow a simple, easily traceable logic. They like an inviolable pattern, strictly on their own terms; and this is exactly what Miss Field provides. This leaves little range for imaginative pictures in the adult sense and it is doubtful if Lewis Carroll could write acceptably for the International Centre of Films for Children. However, the regulation, or Hollywood, test for any picture is audience appreciation and Miss Field, who appears to distrust most Hollywood standards, is heartily in favor of this one.

It isn't easy to recognize and produce precisely the films that children want. Any untrained investigator, however, can quickly recognize what children *don't* want. He has only to observe the queues of small boys and girls who line up for the washrooms in moments of distress or boredom at the movies. Through the whole showing of *Soap Box Derby* hardly a child in the audience stirred, and until the last inch of film had been run off the reel, the washrooms went significantly unpatronized.



Mary Field, OBE (centre) at the Hyland Theatre in Toronto.

**CORBY'S
EXTRA
DRY
LONDON DRY
GIN
ONE
DRY
DRYER**

London Letter

by Beverley Nichols

Angry Noise About a Silence

AS A STORY-TELLER I am always pleased to hear of stories that shake the world . . . it makes one feel that one's pen has some importance. Which is why I am happy to record the success of *The Angry Silence*, which is at this moment flashing across the screens of British cinemas with sizzling effect.

The Angry Silence exposes the cruellest, dirtiest, and, one would like to think—the most “un-British” manoeuvre in the history of trade unionism—the habit of “sending a man to Coventry” if he does not conform to union rules. This is one of the aces which Communist shop stewards have kept up their sleeves ever since the war, sometimes with tragic effect. The cumulative nervous strain on a man who is condemned to work, week after week, in silence, who sees nothing of his mates but their backs, who is forced to eat a solitary lunch in a deserted corner of the canteen . . . this has already resulted in several suicides.

But now the shop-stewards' bluff has been called in a film that blows the lid off the whole foul business. *The Angry Silence* has all the impact of a documentary—which in fact it is—and this impact is made all the stronger because the hero is played by plain chunky little Richard Attenborough, who could hardly look less heroic. (Since Richard lives just across the way from me, on Richmond Green, I trust he will not object to this description).

The Communist reaction has been fierce; the leaders of the South Wales Miners'

Union, for example, are doing their utmost to persuade their members not to visit any cinema where it is showing, and have hinted that men who disregard their advice may themselves be given a dose of the silent medicine. Some managers have been threatened with physical violence unless they withdraw it. One Communist leader of 5,000 miners, Will Whitehead, described it as “a gross prostitution of all that we have struggled for.” In spite of this, the film is packing them in . . . though in the reddest districts it has been noticed that some of the miners are careful to screen their faces with their handkerchiefs at the exit doors.

Now that the wedding is safely out of the way, those who “move in Court Circles” can all heave a sigh of relief. The weeks preceding it were marked by so many bizarre incidents that at one time it looked as though it would never take place at all.

First there was the embarrassing incident of the resignation of the original best man, on account of an unfortunate little incident which had brought him to the notice of the police some six years ago. We need not harp on that, except to suggest that it seems almost incredible that any man with even so minor a stain on his record should have deliberately courted disaster by stepping into the most glaring spotlight of world publicity.

Then there was the equally embarrassing incident of the bridegroom's aunt, Lady Bridget Parsons, who hit the headlines for being accused of driving a car under the influence of drink. And though she was completely cleared in court, the solemn atmosphere which should surround such an occasion as a royal wedding was more than a little disturbed.

Meanwhile, regrets at their inability to attend were flocking in, thick and fast, from most of the royalties of Europe, and the British public, with the best will in the world, could not help asking themselves why. Some of the excuses were so transparent that they amounted to a public rebuff. As if this were not enough, the news suddenly broke that Norman Hartnell, the royal dress-maker was making arrangements with an insurance company to guard against the wedding being cancelled altogether. And though this was a



"Angry Silence": Angeli, Attenborough.

it's a pretty cool customer who won't warm up to this wagon!

Where else will you find a wagon that adapts so handily and handsomely to almost anything you want to do? Whether you're toting a noisy tribe of youngsters to a Dominion Day picnic or just heading off by yourself with nothing but a cargo of summer breezes frolicking between you and the roll-down rear window, these new Chevrolets are beautifully, carefully built to suit your needs. You have your choice of five wagon models with the widest seating, widest cargo area plus the widest selection of engines and transmissions in the low-price field. Check your dealer and see how convenient he can make it for you (and your budget) to be in one by vacation time.

Roomier Body by Fisher with a lower and narrower transmission tunnel that gives more foot room.

Pride-pleasing style (you'll like the way it combines good looks with good sense — that convenient one-piece tailgate, for instance).

New Economy Turbo-Fire V8 gets up to 10% more miles on a gallon of regular gasoline while giving you the "git" Chevy's famous for.

Shift-free Turboglide* — Chevy's the low-priced car that gives you an automatic transmission that eliminates even a hint of a shift.

*Optional at extra cost.

Hi-Thrift 6 (no other 6 has this one's knack of combining gas economy with dollar-saving dependability).

Coil springs at all 4 wheels (with the extra cushioning of newly designed butyl-rubber body mounts, you get the kind of ride you'd expect only in the most expensive makes).

Quicker stopping Safety-Master brakes (designed for surer stops with less pedal pressure).



A GENERAL MOTORS VALUE



There's nothing like a new car — and no new car like a '60 Chevrolet.

The 9-Passenger Kingswood Station Wagon.



Good judgement comes
with experience... and
Johnnie Walker Scotch
proves your judgement



Born 1820 - still going strong

perfectly reasonable precaution, the way in which the news was presented gave it a sinister twist.

Finally, Princess Margaret's favorite creator of revues, the eccentric John Cranko, had the disagreeable experience of hearing his latest production greeted with a hurricane of boos. By the grace of God, the Princess was prevented from being present on this distressing occasion, but the fact that her name had been linked with the author's—she had paid no less than three visits to his first revue—was, to say the least of it, regrettable.

All these incidents, and many more which it would be unkind to relate, occurred to the accompaniment of an unprecedented babel of society gossip and an unparalleled exhibition of official incompetence. Till a dangerously late hour, nobody knew whether the day was to be an official holiday for the schools, no traffic arrangements had been completed, no plans had been issued for viewing the procession, and—worst of all—no comprehensive list of invitations had been prepared. As a result, the mayors of a large proportion of some of the greatest cities in Britain considered themselves so insulted that they threatened not to come to London at all. The prevailing mood of the public was reflected by the remark of a friend of mine who had just learned that Mr. Armstrong-Jones' former charwoman had received an invitation to the Abbey. "Well," she observed, "the poor dears had to get somebody to paper the house."

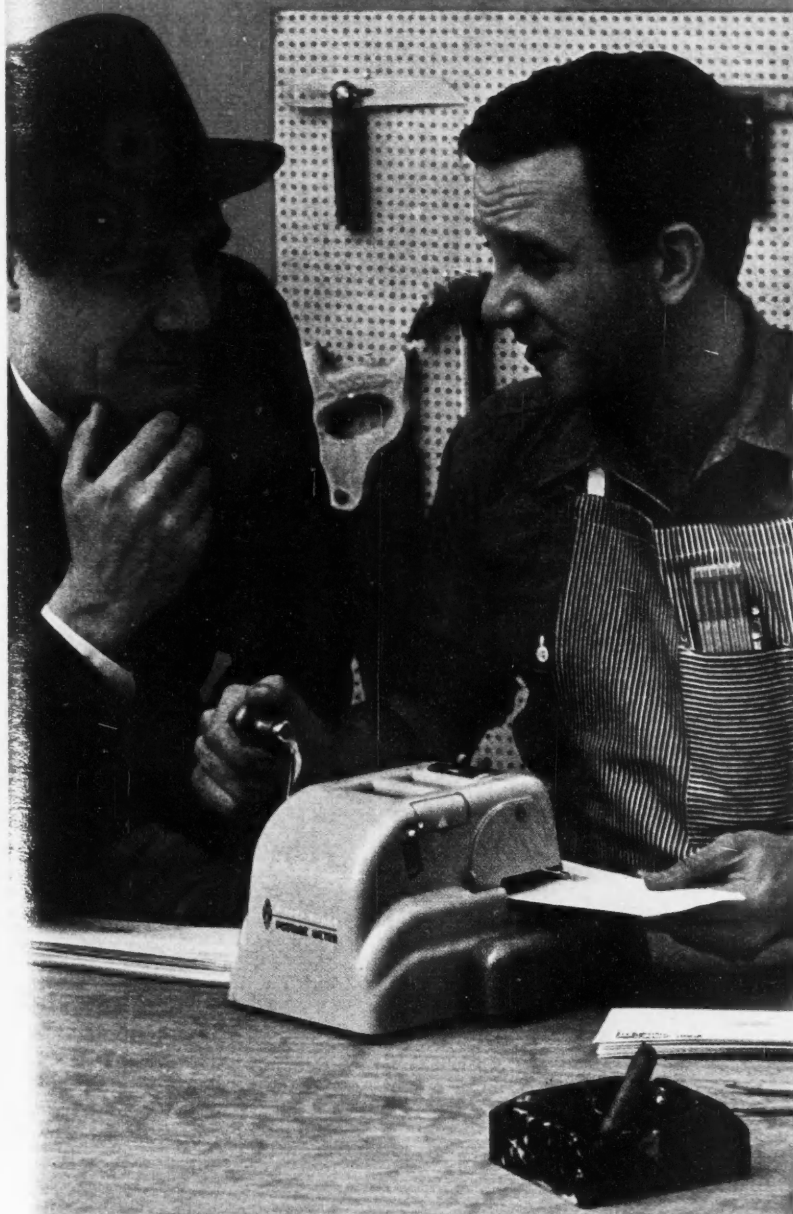
And now, one awkward question remains to be solved—the problem of the bridegroom's finances. In a vast young country such as yours this may seem a pettifogging affair, hardly worthy of consideration; in this nice little, tight little island, saturated with royal tradition, it is a very different affair, so different indeed that the government is awaiting with some apprehension the return from the honeymoon, when a debate on this delicate matter will be inevitable.

Mr. Armstrong-Jones' income, compared with Princess Margaret's tax-free £15,000 a year, is negligible, and no man, particularly if he is to be built up as a public hero, cares to let it be known that he is living on his wife's money. However, what is he to do, since he is debarred from following any profession? To put him in a position even of parity with the Princess would demand a very large capital sum, and this is where the trouble may be in. Quite a fair section of the members of the opposition are no respecters of persons, even royal persons, and it is possible that even a modest grant to Mr. Armstrong-Jones may be hotly challenged.

Here is another matter which holds possible seeds of trouble, though the trouble is of a subtle and feminine nature... the royal residence. The "happy pair" are going to live at Kensington Palace.

Say, Harry—
Doesn't a postage
meter cost a lot
of dough?

No! About the
price of a good
cigar a day.



**Pitney-Bowes
POSTAGE METER**

Offices in all principal cities coast-to-coast.



**Harry smokes
a good cigar—**

A neighborhood repair shop is obviously not a big deal. But Harry thinks his DM, desk model postage meter, is worth its cost, the price of a good cigar—about 30¢ per day. And what does Harry get for 30¢?

He gets rid of old-fashioned adhesive stamps. And messy stamp sticking. Ditto the stamp box—and where did I leave the key to it? And running down to the postoffice when he runs out of fives.

Now he prints postage as he needs it. Any amount for any class of mail. Directly on the envelope, or on special gummed tape for parcel post. With every meter stamp, he can print his own small ad, if he wants one. There's a moistener for sealing envelopes. Mailing is easy, convenient. Anyone can use a meter.

He can buy as much or as little postage as he likes; and the postoffice sets the meter for the amount. His postage is always protected from loss, damage, misuse; and is automatically accounted for, on visible registers. Metered mail needs less handling in the postoffice, can often make earlier trains and planes.

No minimum mail volume is required. One-third of DM users average less than \$1 a day in postage. Electric models for larger mailers. Ask the nearest Pitney-Bowes office for a demonstration.

Or send coupon for free illustrated booklet.

FREE: Handy Postal Slide Guide with rates for all classes of mail.



The new compact desk model 5500, stamps, seals and stacks in one operation.

PITNEY-BOWES
OF CANADA, LTD.
Dept. 1284

909 Yonge St., Toronto 5, Ontario

☐ Send free Postal Guide ☐ Send booklet

Name _____

Address _____





Louise
Photography



In the years to come these will be treasured pictures. Here is the young couple on the threshold of their life together.

At thousands of Canadian weddings all over the country, President Champagne is used to toast the start of that happy adventure. *More* President Champagne is served at Canadian weddings, than any other Champagne, Canadian or imported.

President, Canada's *prize* Champagne is made in the same slow, painstaking manner as are the Champagnes of Europe. For your and your guests' pleasure, serve with pride "the noblest wine ever vinted in Canada"—President Champagne.

If you would like a complimentary copy of a distinctively-illustrated booklet, "The story of President Champagne" please write for it to Bright's Wines, Lachine, Quebec.

A 26-page, full-colour kitchen handbook, "Bright & Cheery Recipes" is yours for the asking. Just mention this offer, and send your name and address to Bright's Wines, Lachine, Quebec.

Four pictures from the wedding album of Mr. and Mrs. Hagood Hardy, whose wedding reception was held in the home of the bride's parents on Crescent Road in Toronto.

The first glad moments

of their wedded life...



Bright's
fine Canadian Wines
SINCE 1874



not in the grand part of the palace but in a small and comparatively humble section of one of the wings, which faces North and looks out onto a little courtyard. Every time Princess Margaret returns home she will have to pass the Duchess of Kent's magnificent quarters, which dominate the whole palace and are fronted by an imposing portico. She would be hardly human if, as she ascended the three narrow steps to her own front door, she did not sometimes find a certain incongruity in the fact that she, the fourth in succession to the throne, should be, by comparison, so very inadequately housed.

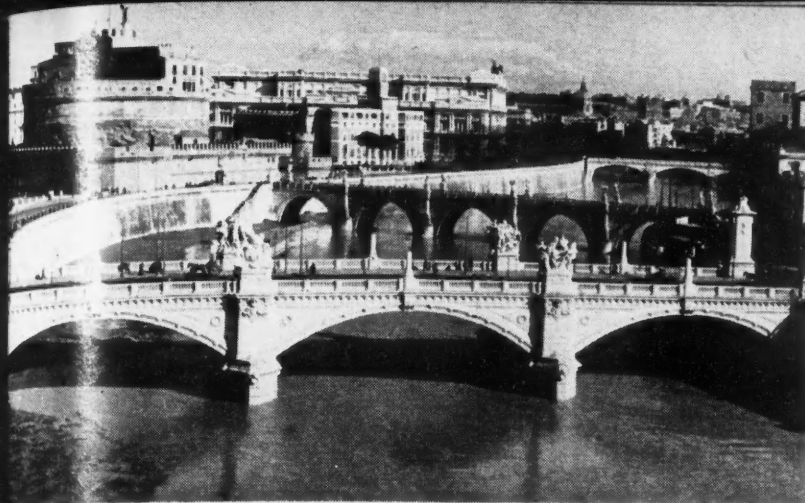
Sir Laurence Olivier is giving one of the many performances of his life . . . as a rhinoceros. Or rather . . . forgive me . . . not as a rhinoceros. In Ionesco's play of this name he is the only member of the cast who resists the temptation to change from man into beast.

It is lucky that Olivier's genius is at the disposal of the author, for without it the play would be revealed as the stale and heavy-handed fantasy that it is. The central idea . . . the refusal of the individual to capitulate to the herd instinct . . . is as old as the hills, not that there is any harm in that. But it is worked out at such inordinate length that by the time the last member of the cast has turned into a rhinoceros one feels that it would have been more profitable to spend the evening at the Zoo.

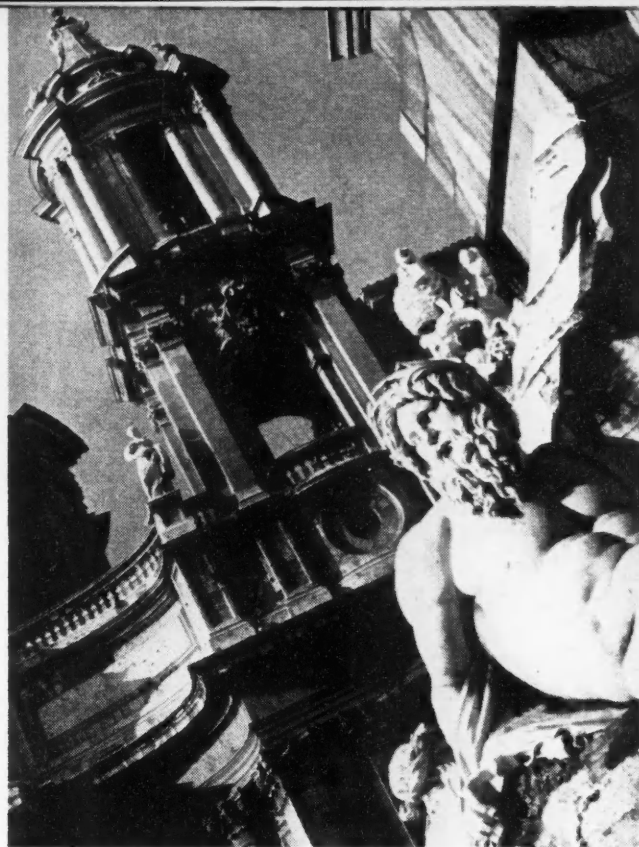
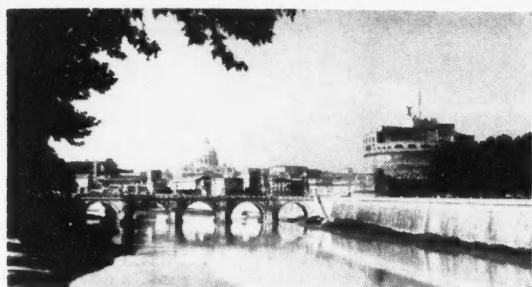
Other excellent performances of rhinoceroses, in a somewhat different sphere, are being currently provided by Mr. Gaitskill and his various allies—or opponents—in the Labour Party. Do not ask me to interpret these performances. Your guess is as good as mine. All that can be said, with certainty, is that they prove, quite clearly, that Labour has no definite economic policy, no definite defence policy, and apparently no definite policy of any description, except a determination to see that the Tories remain in power for the rest of their natural lives.



Sir Laurence Olivier: No rhinoceros



Rome is a city of graceful bridges spanning the Tiber.



Fountains and churches are ubiquitous in the ancient city. Here, the Church of St. Agnes.

For a Roman Holiday: Meet the Romans

by Gertrude Langridge

"ALL ROADS LEAD to Rome." Are you thinking of Rome and the Olympics this summer? Yours will be a skyroad, no doubt. The most modern of planes fly from the four corners of the globe to land you in ancient Rome, including direct service from Canada by CPA via Lisbon.

For us Canadians it is tempting, and not too costly, to add that lap to our Trans-Atlantic ticket. I found it exciting to do the Paris-Rome hop by the new Caravelle, a jet as smooth as silk and swift as the breeze, just time between bites of chicken to look down six miles for a glimpse of the Alps and then a glance to take in all Corsica in one eyeful and there we were coming down over the Airport. There, below, a Roman aqueduct cast its great arches of shadow across the grassy farmland adjoining.

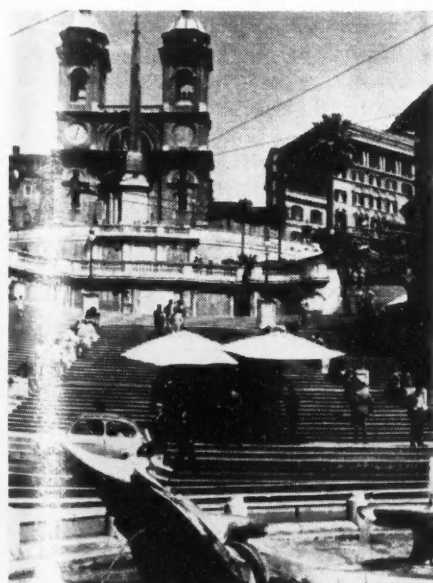
At once my mind brought forth an array of Roman antiquities, monuments and Latin names. I began to bask in an historical glow. How quickly was I jolted from this reverie of mouldering ruins! Our airline limousine was bowling along a broad new road lined with gleaming apartment blocks as modern as next week; smart, airy, spacious, with gay shutters and flower-decked balconies. There was the street name—Via Appia Nuova—the new Appian Way! And yet

just over there someone was pointing to the dark line of pines and cypresses that marks the Via Appia Antica, the ancient road of Caesar's Legions, St. Peter and St. Paul, today buzzing with swift Fiats and noisy motor scooters.

This contrast will strike you wherever you go in Rome, old and new side by side. You may arrive at the brand new Railway and Air Terminal in the centre of town. It is a light airy structure of slender cement, floating canopy and glass walls, clean as a whistle. There is no smoke from those sleek, shiny electric trains. And should you need it, this station offers you every service from changing your dollar, or finding you a hotel at your price, to pressing your travel crumpled jacket while you imbibe an ice-cold drink.

Come out into the Station Square lined with shady trees and pink oleanders. Pause to notice on your right how a stretch of the ancient city wall has been joined to the modern structure to form a graceful garden corner.

By now your porter will be calling you cheerily to your taxi and accepting his fixed fee with a friendly *Grazie*. Do not jump out of your skin as your driver shoots out full tilt into the whirl of Roman traffic, spins round the corner just



Flower vendors market their blooms on the old Spanish Steps in Rome.



Ancient statuary contrasts sharply with modern buildings.



The Pantheon, once a pagan temple, now a Christian church.

in front of a bus, dashes under a great brick arch of the old wall just as a motor scooter swoops past your nose and misses by centimeters another scooter dashing off to the left. Every Roman drives as though he were training constantly for the next speed trial.

To survive as a pedestrian in Rome requires almost a seventh sense of timing, halting, weaving and leaping through this maze of swift vehicles. You cannot mistake the pedestrian signal though, a perky little man glowing red or green, no word to confuse tourists in this most international city.

Despite the traffic I strongly recommend walking forth in Rome on your two feet, boldly and cheerfully determined to savor its atmosphere at your own pace. Buy yourself a guide book in English, preferably one with pictures you can point to. Buy a phrase book. Dig up some Italian words from your old music lessons. Dredge up some French and Latin from your sub-conscious. Set forth with a sparkling eye and a gesturing hand. It is fun to discover how friendly and helpful are the Romans in bus, streetcar and café.

Linger then in the Colosseum and imagine the blood sports there. Sit under the pines on the Palatine Hill and gaze down at the Arch of Constantine and the Roman Forum. Muse on Julius Caesar and his men. Choose a quiet time for St. Peter's so that you can enjoy its vast architecture and delicate mosaics on wall and dome. Come back to the *Pieta* of Michel Angelo that you saw on your right as you entered this cathedral and marvel again that a lad of 19 could create such tenderness and pathos between Mother and crucified Son.

The two fountains out in the square will catch your eye with their sparkling gush of water. Watch a moment and you will be amused and realize that these little cars that are driving up close, one after the other, under the breeze-blown waters are giving themselves a free minute-wash, courtesy of St. Peter!

Are you hungry or thirsty by now? Almost any corner you'll find a small *Cafe Bar* with a few shady tables outside. Order an *Espresso* or *Capuccino* or run your eye over the list of colored pictures inviting you to choose one of the delicious ice cream concoctions. No

need to read the language. "Beer" sounds the same in all tongues. They serve ice-water too. Choose one of the multitudes of savory spaghetti dishes with cheese and a glass of wine, or a pizza with a juicy peach to follow.

Has someone said "Rome is hot in summer"? Of course, it is hot, but there is always a breeze. There is always shade. Marble buildings are always cool. On every hill there are shady umbrella pines and fountains in every square.

Enjoy open air Rome after dark. Does opera under a moonlit sky with the scent of oleanders on the breeze tempt you to enjoy, along with 10,000 others, those velvety Italian voices pouring out their hearts in a grand spectacle of *Aida* or *Rigoletto*? Perhaps you could just relax in the evening gaiety of one of the squares with its illuminated fountains.

Try for example the Piazza Navona for late dinner outdoors at one of the cafes overlooking its three sculptured fountains. Linger to watch the family groups chatting and lounging as their children skip and play good-naturedly half through the night. Take one of the horse carriages ready to drive you round



The modern Roman forum manages to capture the sweep and grandeur of the old.

Only remaining vestige of the forum of the Caesars are these solitary pillars, portions of the walls.

for a little tour of lovely squares and fountains. Buy a flower for your beloved from one of the flower girls who run hopefully up to your carriage. Pause to make a wish as you cast your coin into the magic Fountain of Trevi with its water gushing from magnificent god-driven horses.

Should you happen to be in a cafe at midnight do not be startled if you happen to glance at the ever-present electric clock at that moment and see the day and date also changing to roll you promptly and relentlessly into tomorrow. Romans must love these time-day-date mechanisms for they are even in every bus and streetcar to keep you up to the Roman minute.

Flowers there are, too, all over Rome—pink and red geraniums in window boxes and hanging from windows in pots all the way up the wall, gay nosegays of marigolds and carnations on every table, even in washrooms and in tourist buses—flowers everywhere.

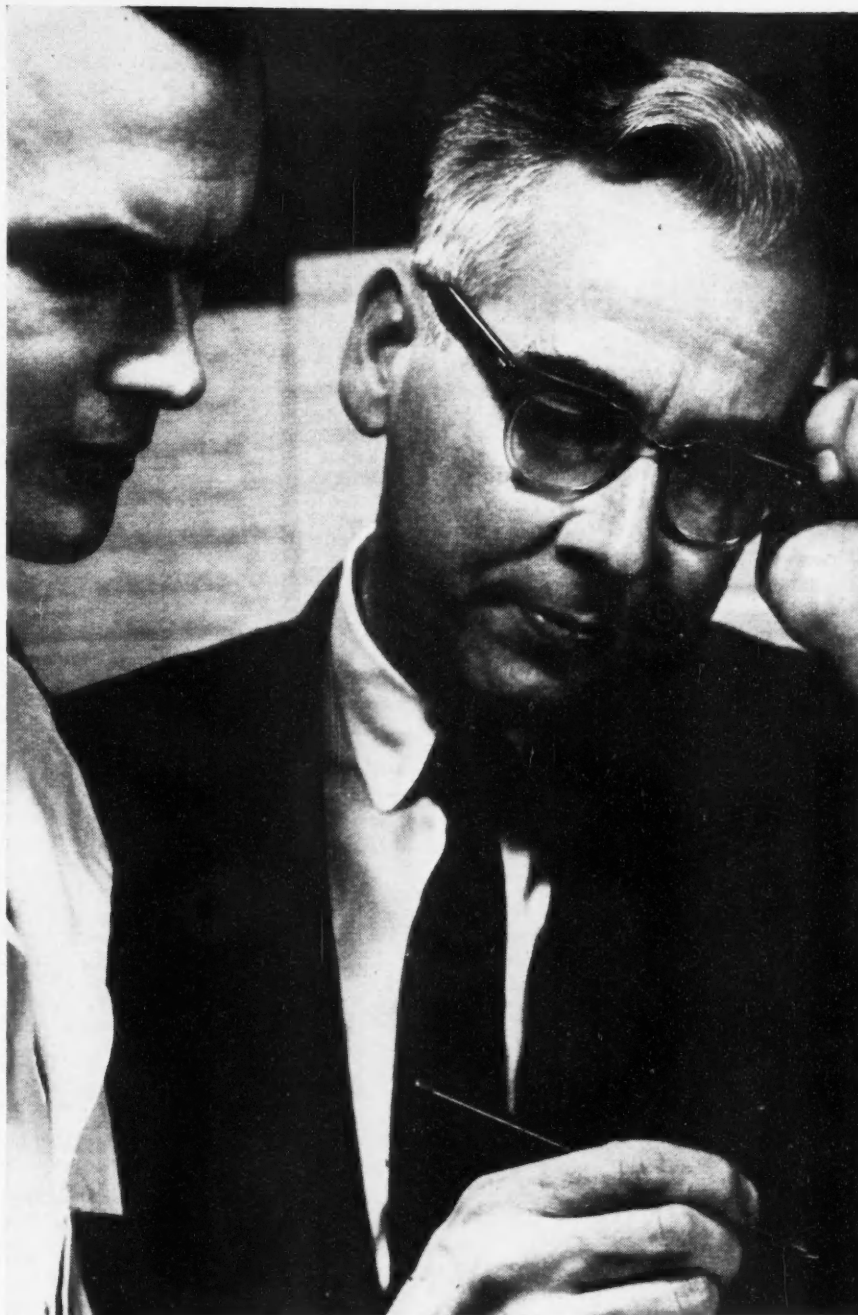
Very slick too are the filling stations. Don't miss the diminutive ones in town, six-foot-by-two of sidewalk, neat as a ship's galley, with a couple of pumps, a little rack of oil cans, a pot or two of flowers and the attendant sitting waiting in a canvas chair under a gay parasol at one end.

No matter what one's beliefs, should one go to Rome and not see the Pope? We managed to attend at the summer palace of Castelgondolfo. We sensed the feeling of expectancy as we crowded aboard one of the special public buses for the pleasant country run in the late afternoon. We hurried along with the eager throng to take our places and wait in the Audience Pavilion, men and boys one side, women and girls the other side of the central aisle.

Yet I was quite unprepared for the joyous shouts of acclaim that greeted His Holiness as he made his way up to the Throne and carried through the ceremonies. It was an amazing demonstration of good natured affection for the genial Holy Father.

Great activity was still in progress when we took a look at the Olympic Grounds, new swimming pools, mushroom-roofed pavilions and stadium space being added to the somewhat grandiose layout of fine buildings and rows of statues that date from Mussolini's effort for the 1936 Games. Here you will welcome the generous shade of fluffy umbrella pines.

However, whether you choose this year or next to savor Rome, I hope you will mingle with the Romans on their shady boulevards and by their fountains, ride with them in their streetcars that circle the city walls past Hadrian's Tomb on one hand and gay new apartments on the other, and fall in love as I did with this aged city so exciting with all that is new.



HOW TRUST COMPANY SERVICES HELP MEN OF RESPONSIBILITY PLAN TODAY FOR THE YEARS AHEAD

This man's business is small but growing. Like other men of responsibility he knows that, in business or family matters, it requires careful planning to provide adequately for the future. A trust company's experienced officers can show him how to arrange his affairs to conserve his assets and provide for his family's future needs. And by appointing a trust company as executor or trustee he can be sure of sound estate administration. The trust companies of Canada are long established institutions with offices in large and small communities across the country. Why don't you enquire how you and your family can benefit from trust company service and experience, just as other men of responsibility have done? Simply contact any of

THE TRUST COMPANIES OF CANADA
The nation's most experienced executors and trustees

Art

by Lauchie Chisholm

A New Dimension in Montreal

"A MUSEUM," says Dr. Evan H. Turner, "is really a high class community centre." Ever since taking over as director of the Montreal Museum of Fine Arts last June, Dr. Turner has been striving to prove his point.

He has arranged a love match between the museum and the community. In the first month of 1960 alone, attendance equalled almost two-thirds of the total number of visitors in the previous year. By the end of April, last year's total had been surpassed by almost 50,000. More big exhibitions are scheduled later this year—the centennial one for the museum—and attendance almost certainly will double that of 1959. In all, 26 shows are scheduled.

Dr. Turner, 32, is a big, bespectacled man whose large frame gives him a deceptively placid appearance. The pace at the museum has been anything but placid since he arrived. An American who studied at Harvard and in Europe, Dr. Turner had been the general curator of the Wadsworth Atheneum in Hartford, Conn., for four years.

He was selected for the Montreal position from two dozen candidates by the museum governors who had been searching, in the words of their reference, for a director who "best combined the qualities of scholarship, businessman and diplomat."

The new man's scholarship rating was impressive. Reared in the academic atmosphere of the University of Maine at Orono (where both parents were associated with the English department), young Turner went on to Harvard to earn the usual succession of degrees (AB, AM) leading to a Ph.D in the history of art, with particular emphasis on European painting from 1300 to 1914.

As a businessman, he soon was at work modernizing the musty methods of the museum. Dictaphones and duplicating machines were introduced. He arrived at his office at eight in the morning and usually was there at six in the evening. The museum's public relations man was kept busy telling the public about the new activities. There was always something new to write about; new exhibitions, new lecture series, new programs and a new enthusiasm.

In bi-cultural Montreal, Dr. Turner found a man-sized assignment as a diplo-

mat. He had been told that French-Canadians shunned the museum, regarding it as a creature and pet of the English-speaking community in the west end.

"Old myths die hard," Dr. Turner says. "I am constantly amazed at the interest, vitality and individuality among French-Canadian art followers. It is a lively, vibrant world of which many people here are only dimly aware."



Dr. Evan Turner: Knows what he wants.

Dr. Turner, and his petite wife, Brenda, a graduate of Bryn Mawr, speak French well enough to carry on dinner table talk. He feels his job calls for him to be fluently bilingual. For a time, he had a private tutor give him an accelerated course in French.

A few weeks after arriving in Montreal, the new director had his first exhibition ready. When some oldtime supporters of the museum heard what the exhibition was all about, there were some raised eyebrows.

"It sounds ridiculous," huffed an elderly patron to a friend. But nobody said anything to the director.

His first show, "Objets Trouvés," opened on schedule. It was ridiculous. On exhibit were odds and ends of junk, tin cans, bolts; all assembled in a wry spoof on contemporary art and design. The public loved it. They felt the new man at the museum had a sense of humor.

"To achieve the truly ridiculous," the director himself commented, "is sometimes just as difficult as achieving the truly sublime."

Moving from the ridiculous to the sublime, the director turned public attention towards the "Canada Collects" exhibition, a superb collection of great paintings owned by Canadians and loaned to the museum. The *Ottawa Journal* called it "one of the most striking art exhibitions this nation has ever known."

Breathlessly and alphabetically, the newspaper started to list the great artists represented: Bonnard, Botticelli, Boudin, Canaletto, Cézanne, Constable, Cortot, Courbet . . . Then, it gave up, still at the letter "c".

In one month alone, 58,053 visitors, a record for a single month, filed into the museum.

Other notable exhibitions followed. The Montreal Museum was the first to show Eskimo graphics. "It's a new chapter in Canadian art," the director noted. And so it was. Another first was the opening of the exhibition of Soviet art.

Much to the director's amazement, the public did not rush to view the Soviet Art. In one month the relatively small number of 17,000 visited the exhibition.

Undaunted, Dr. Turner prepared for new exhibitions. In between trips to New York and Toronto, he planned another trip to Amsterdam to make final arrangements for a showing this October of 160 paintings by Van Gogh. On an earlier visit he had persuaded Van Gogh's nephew and the Kroller-Muller Foundation of the Netherlands to lend the famous paintings for exhibition in Montreal.

Dr. Turner always is on the watch for new ideas. He recently spotted an old doorway standing intact in a row of houses that were being torn down to make way for a parking lot. He had the doorway salvaged. It is an exhibit in "The Changing Face of Montreal" exhibition which opened at the museum on May 19th and which will not close until July 15th. The exhibition shows the evolution in architecture and design of Montreal during the past century.

The director speaks frequently on the role of the museum in the community. He never uses a text for he knows what he wants to say.

A museum, he feels, has a big role in education. One of his plans is to establish a bilingual education department. From there, instructors would tour city schools and colleges to conduct classes.

"We are not," he says, "trying to discover hidden Michelangelos. Our aim instead, is to add a new dimension to the lives of the students by showing them another way to express themselves."

But he hasn't forgotten the adults. "We are here for everyone," says Dr. Turner. "The museum is one of the most altruistic places in town."

"We are here to present new ideas and generally make life more stimulating and satisfying."



One of the notable cameras of the world—the new Kodak Retina Reflex S.

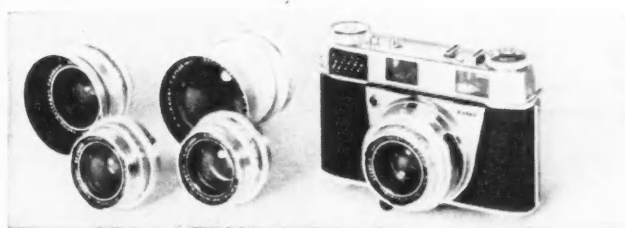
MASTER OF EVERY PICTURE SITUATION

New Kodak Retina Reflex S Camera gives you command over distance, framing, action, and exposure.

This brilliant new single-lens reflex camera inherits—and enhances—a quarter-century tradition of Kodak Retina greatness.

Shown at right are five of the reasons: the five interchangeable lenses which give you control over distance. Two let you shoot in cramped quarters. Two “pull in” sporting events and far-off scenes. Electric meter links to all.

Ask your Kodak dealer for a demonstration. With 50mm $f/2.8$ lens, \$199.50. Many dealers offer convenient terms.



Interchangeable lenses—normal, wide-angle, telephoto. All fit Reflex S and Retina IIIS Cameras.

Another notable camera—the new Retina IIIS Camera, Kodak's foremost rangefinder miniature. From \$157.50.

RETINA REFLEX S—*Viewing:* Parallax-free pentaprism. Automatic diaphragm, operates with all lenses. *Focusing:* ground-glass and split-image rangefinder. New automatic depth-of-field indicators. *Shutter:* one to 1/500 second. MX flash synch. Self-timer. *Meter:* for film indexes to 3200. *Film-wind:* one-stroke.

(Prices are suggested list, and subject to change without notice.)

CANADIAN KODAK CO., LIMITED, Toronto 15, Ontario

SEE KODAK'S "THE ED SULLIVAN SHOW" ON CBC-TV NETWORK

Kodak
TRADE MARK

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Burroughs—TM



50

Labor Unions Should Market Manpower

by A. David Rogers

Proposed legislation to make unions legally responsible entities will afford them the opportunity to deal with employers on equal terms, could result in increased benefits to everyone concerned, including consumers.



THERE IS A growing tendency in North America to curb the power of labor unions by making them legally responsible entities. Such legislation offers the unions a tremendous opportunity.

For the first time, unions can deal with employers on equal terms. They can enforce contracts, and have contracts enforced against them, by purely legal means. They can make genuine agreements with employers, to their mutual benefit. No longer is their sole bargaining asset the negative one of strike threats.

Most unions are still working on the assumption that they must get what they can for their members at the expense of the employer and regardless of the consumer—a concept which industry found unworkable many years ago. Business men have learned that consumer benefit is their sole reason for existence, and most of them realize, sometimes reluctantly, that union members are consumers too. They recognize, at least in theory, that more pay for workers means more customers, and hence more income for themselves.

Union demands, however, are usually for a bigger share of existing income, with no attempt to increase the total amount which there is to share. Because employers are human, too, and do not want to take a cut in income, the result of such demands is almost always a rise in price to the consumer. The product can be afforded by fewer people; sales income drops, cutting the employer's profit, and

he lays off workers to take up the slack. Nobody benefits.

This gloomy picture is the result of a fundamental error in the thinking of many union leaders. They believe that they can only survive by fighting—if not the employer, then another union—and that co-operation is impossible. It is the error which, on the national level, has caused two world wars in the last half century. It is a philosophy of hate, of dog eat dog, and all human experience shows that it leads sooner or later to the destruction of the hater.

What alternative is there? How can the union and its leaders survive and prosper without the constant "cold war" of strike threats and fantastic demands? One way, which offers almost unlimited scope for development, is a "labor marketing" approach.

Consider for a moment a fundamental principle of salesmanship, that your first approach to a prospect must offer him something he wants, should want, or can be persuaded to want. Compare this with the typical union negotiator's approach to an employer, which starts out with "We want—", or very often "We demand!" How much more effective it would be if the first words were "You need, and we can supply—".

This is where the new opportunity comes in, for in the past, no union could offer the one essential ingredient in any agreement, full legal responsibility. Now,

at least in places where the new laws are in effect, they can. Unions have come of age!

What the union is selling, of course, is manpower. Every employer needs it, and as in every other component going into his product, he wants the best value he can get. Employers are not primarily interested in what wages they pay; what they look at is the overall cost of labor per unit of production, and if they can be shown that doubling the wage rate will cut the unit cost, they will gladly double the wage rate. Obviously, then, the union should seek ways of satisfying this need if they are going to do a good job of selling themselves.

The major waste items in labor cost are the expense of hiring, training and losing employees, and the mass of paper work required to prepare a payroll. These costs cannot be eliminated, but the unions could, if they wished, greatly reduce them and completely stabilize them as far as the employer is concerned, by taking over these jobs.

Many unions already provide job training for their members, and most of them have hiring arrangements; a few, notably in the stevedoring business, do some or all of the payroll preparation. It would not be a major change for the union itself to look after the whole of this detail work and provide a package deal of so many men for specific needs, at a price per unit of production.

Operating on this basis, the union would not find it necessary to fight against every technological advance which might curtail employment for its members. On the contrary, improvements in production methods would automatically benefit the union members by way of less work for the same money, and it would be relatively easy to apportion the benefits of, for instance, a new machine between the union which operates it and the employer who pays for it. Even the consumer might be given a "break" occasionally!

It would be to the advantage of the union to help employers to streamline their techniques, and with wide knowledge of many firms in similar business, the union would be in a position to give such help to many smaller businesses which could not otherwise afford outside assistance. Finally, by combining the paper work of many firms in one operation, the overall cost of this work would be vastly reduced.

How will union members themselves benefit by an organization of this sort? Unless they can gain something, they are not likely to require their unions to change their policy, no matter how much the union itself might benefit.

In order to offer the members an advantage, the union is going to have to operate more as a labor co-operative than as a traditional union. Co-operative principles as applied to this particular problem would require that revenues from all employers with which the union deals should be divided equitably among all the members—not necessarily equally, but equitably. The implications are far-reaching and not all of them can be foreseen without actual trial, but here are some of the obvious benefits.

First, it will become possible for the principle of "equal pay for equal work" to be applied on an industry-wide basis. Workers in a relatively inefficient plant will be able to receive the same hourly wages as the more fortunate ones working in a modern, perhaps better-financed operation, without unduly penalizing the owner of either.

How far this should go in any particular instance must depend on the circumstances, but it will certainly reduce very greatly the present discrepancies between identical jobs in different companies. Fringe benefits such as welfare plans, retirement schemes, holiday pay, etc., can be actually equalized, and will be automatically transferred with the worker as he moves from one employer to another.

Second, it will become possible for the union to offer its members a minimum guaranteed income, subject of course to a complete collapse of an entire industry. With numerous concerns contributing to its income, the failure of one or several would not wipe out the earnings of any

small group, leaving other workers untouched, but would merely reduce fractionally the earnings of all workers in the industry. A guaranteed annual wage on this basis would obviously be much more meaningful than a similar guarantee by any individual employer, no matter how substantial.

Third, job security will come much closer to becoming an actual fact. If a certain category of job is eliminated, such as the position of fireman on the railroad when diesel locomotives replace steam, the union will re-train the unlucky members who are replaced, instead of forcing the employer to keep them on payroll for doing nothing.

It will be to the advantage of every union member to insist that such men be trained for genuinely useful work as soon as possible, so that their earnings may again contribute to the mutual revenue. A further direct benefit under such circumstances will be that, instead of the

experience. And both will have the same security, the same opportunity, the same human dignity.

One more person vitally concerned in this suggestion remains to be considered, the union official. Can he benefit, too? In many unions today the officials have such great power that all efforts by the members might be unable to compel the executive to make any move in the required direction.

It seems clear that autocratic union leaders, and the hard-fighting, bullying type of organizer and negotiator, will find no place for their special talents in an industrial world of co-operation. On the other hand, some at least of even these men undoubtedly act as they do simply because the present union-management set-up compels them to do so. Other officials are truly dedicated men of considerable ability.

For all officials who truly desire the good of their members and their organ-



Finding the right men to implement new program will be difficult undertaking.

situation leading almost automatically to a strike, as it actually did, the adjustment will be made smoothly and painlessly, with no interruption of service to the community or of earnings to the employer and workers.

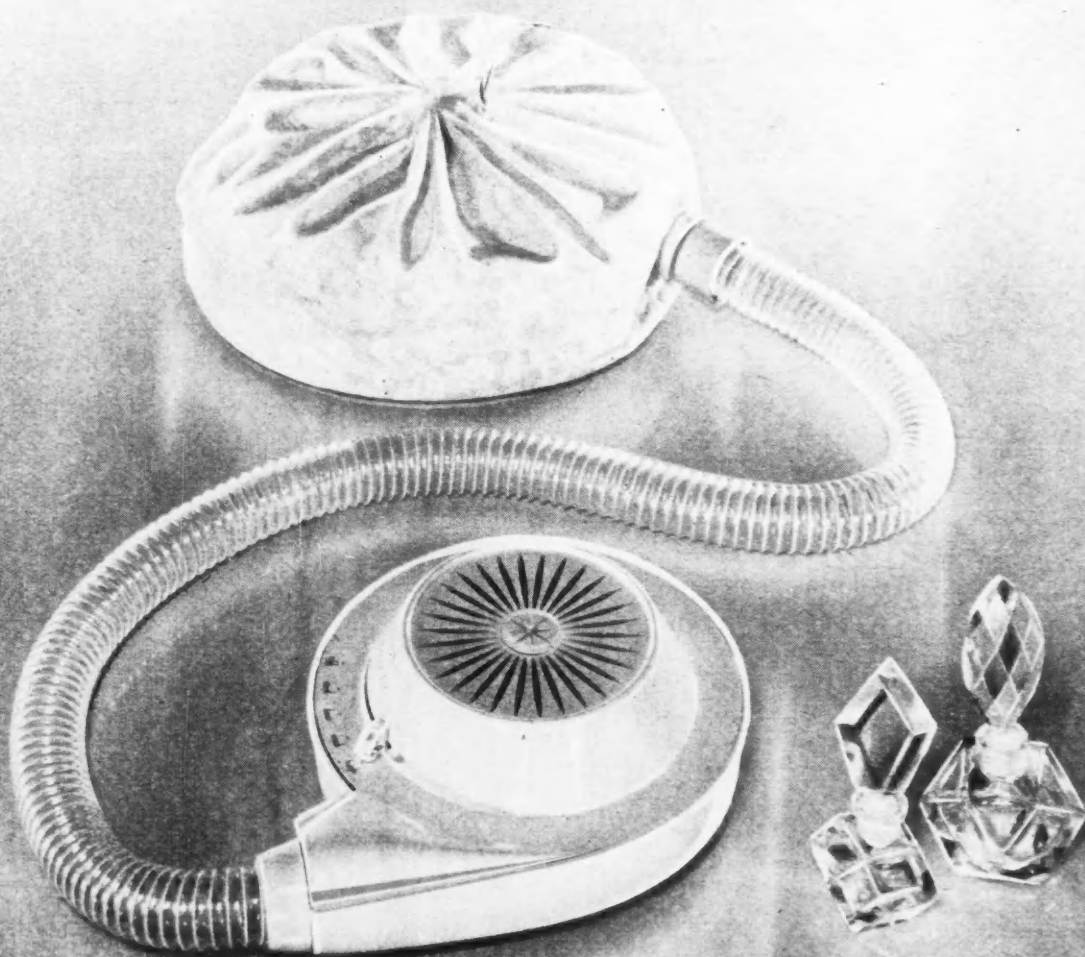
A fourth, somewhat intangible, advantage will be a far greater flexibility in employment. There are always some people, in any line, who become bored and restless if they work in the same surroundings for a long time, while others prefer to know exactly where they are going to be working twenty years from now.

With this suggested plan, both types will be valuable; the restless ones moving from place to place, taking with them their knowledge of other ways of doing the same job, while the stay-at-homes contribute the necessary continuity of ex-

periences, a co-operative plan will provide enormously greater opportunities, both by way of using their abilities, and, in most cases, in much greater earning potential. The detailed working out of labor contracts, and the allocation of member benefits, will require administrative abilities at least as great as those required for the running of a large corporation, and will undoubtedly be paid at a similar level. For a time, there may be difficulty in finding men of the calibre required, but such men exist in any large organization, and the experience of marketing co-operatives has shown that true leaders can usually be brought out from among the members.

As for the comparatively few officials who actually prefer dictatorship and war—well, Hitler and Mussolini are not very widely mourned today.

*General Electric gives
you more marvellous
new things*



NEW G-E HOME HAIR DRYER with exclusive G-E Zone control

Such a good idea. You get professional results in no time, right in your own home without losing a moment from telephone, TV or (excuse it) housework. Wear it as a shoulder bag, or as a waist "corsage." So quiet you can hardly hear it. So gentle you never feel it—exclusive G-E Zone Control has four separate comfort settings for hair drying. Attractive modern design looks well on any dressing table. See it, try it, and you'll be glad when you buy it.

Reach-in draw-string cap lets you concentrate heat where you want it. Adjusts to any head size and hair style. With bonnet detached, use the tube as a handy spot dryer.



**GENERAL ELECTRIC
HOME HAIR DRYER**

CANADIAN GENERAL ELECTRIC COMPANY LIMITED

No. 14

THE VICKERS GROUP

VICKERS-ARMSTRONGS (SHIPBUILDERS) LTD.
BARRON - IN - FURNESS, ENGLAND.

" AUSTRALIA ONE WEEK NEARER "

PREPARATIONS FOR A LAUNCHING.

" ORIANA " on the stocks at Barrow.

Next commission:
Pumping brasses, up
in leads.

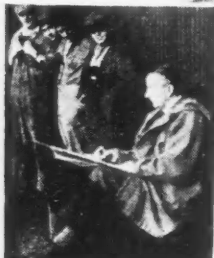
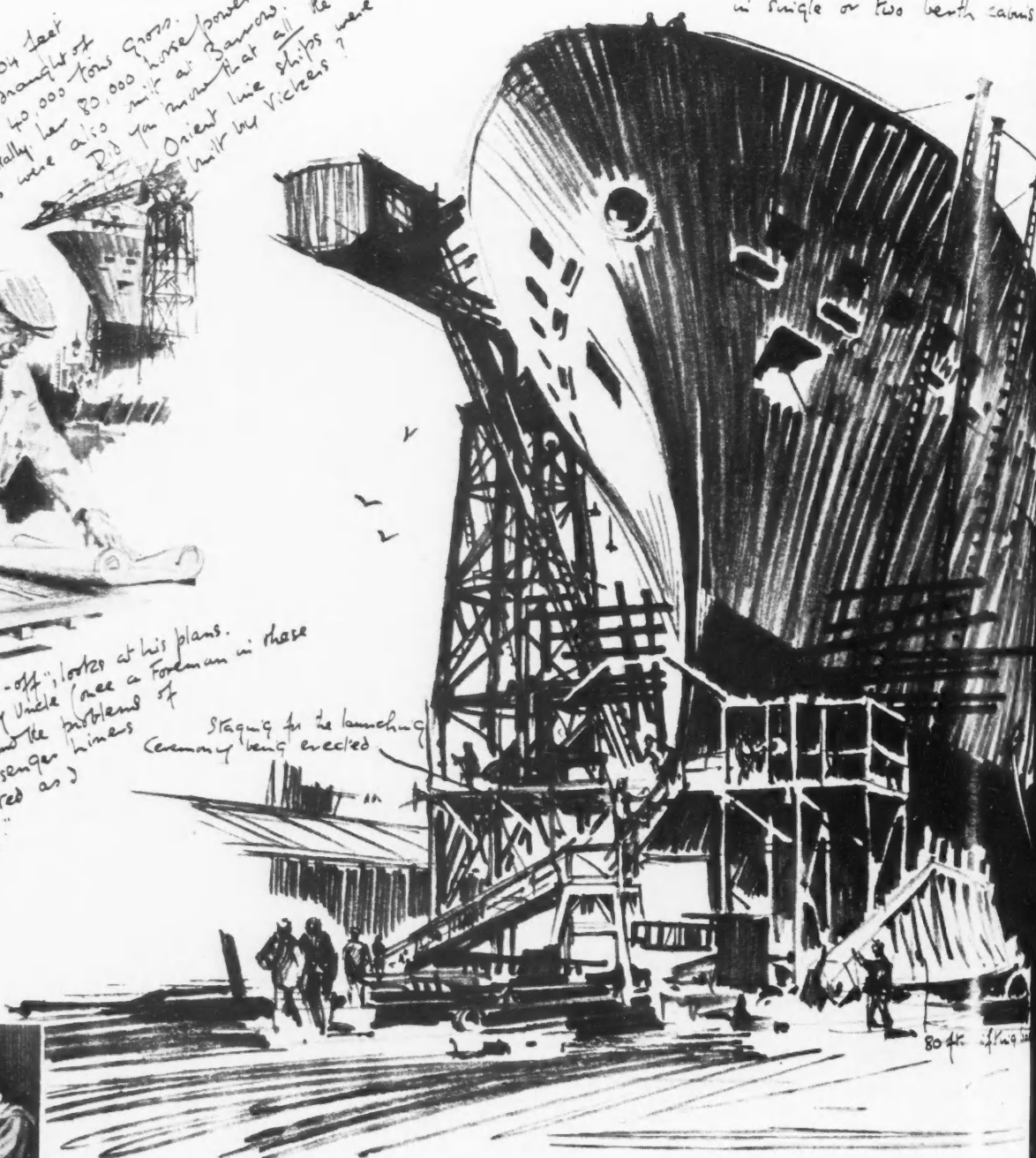
I went all over this beautiful ship at eleven o'clock one night. I was staggered. Outside, "ORIANA" appears a complete & painted hull — Inside, a world of raw steel with endless corridors, chais & painting paint, fitted & unfitted pipes, bits of timber drills and air hoses — the miscellaneous gear of workmen, everywhere.

It's hard to credit that within nine months or so this will be the interior of a modern, fully air conditioned, luxury liner, boasting 4 swimming pools, a cinema with a balcony, accommodation for 600 1st class passengers and 1500 tourists and every single member of her 900 crew housed in single or two berth cabins.

"Oriana" is 804 feet
long & has a draught of
31' 6" She is 40,000 tons gross.
Incidentally her 80,000 horse power
engines were also built by Vickers.
Did you know that all the
ships in the Orient line were
built by Vickers?



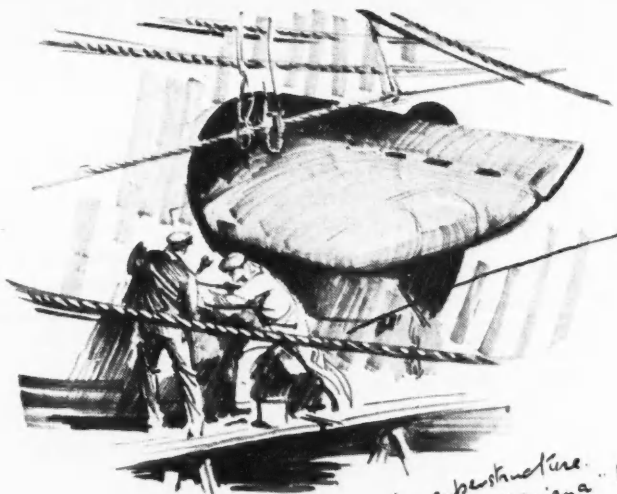
Bob Scott, Foreman "knicker-off", looks at his plans.
"I doubt if my Uncle (see a Foreman in those
waders) found the problems of
building Passenger liners
so complicated as I
do to-day."



TGA D 449

This drawing was made by Terence Cuneo a few days before "ORIANA" was launched by H.R.H. Princess Alexandra of Kent, the 3rd November 1939. Now, over six hundred men are busy fitting-out "ORIANA" in readiness for her maiden voyage at the end of this year, whilst at the Newcastle shipyard preparations are being made for the keel laying of a new passenger liner for Shaw Savill.

How's this for a sobering thought. It will take one man, 94 million hours to build this ship.



Men working on the platform around the port side stabiliser. As I worked on this sketch the stabiliser moved further & further out from the side of the ship - for all the world like a gargantuan tongue protruding from a great steel mouth. 150 tons of it.

Uniquely for Stagnos.
Over a 1,000 tons of aluminium in this superstructure. It cost half a million pounds, but it enables "Oriana" to carry an extra deck of passengers - and to maintain a working speed of $27\frac{1}{2}$ knots.

Forty ton hammer-head cranes. Under full load the jibs will swing nearly 1 foot!



Steel bag 20' x 5'

• LUNEO •

Poor old steamer, forty years old - and doomed. They tell me there are 500 Diesel Traction Units in order. 'Snailless' frames!

Incidentally, the next contract for this berth is for a 37,000 ton S.W. Tanker for the Charter Shipping Company.



every bottle
of a
particularly fine
seven-year-old
Canadian Whisky
bears this
exclusive label



Gold & Dross

Copper Prices

Copper stocks have not only failed to advance but have actually declined. What is the explanation considering the possibility of labor trouble at producers, which would make the metal scarce, and the glowing accounts of the future of copper which one hears on every side?—K.L., Vancouver.

The bulk of the world's copper can be produced at costs which render a price of 30 cents a pound quite profitable. Any scarcities and higher prices in the wake of strikes would probably be of short duration. Additionally, copper is not exactly setting the world on fire with sales promotion calculated to increase its applications. It remains pre-eminent for some uses but has lost much of its market to newer metals, the makers of which did not attempt to coast on past prosperity but cut out a dizzy pace in expanding and promoting the uses of their material.

Glowing reports about copper's prices come largely from promoters and touts who have selected it as the metal most likely to spark a revival of trading in promotional mining shares. If you're hearing a lot about copper it's because you're spending time in the boardrooms of the wrong kind of broker. You won't hear any nonsense about runaway copper prices from good financial houses.

By the Chart

What is the value of charts in stock trading?—B.D., Kingston.

Chartists claim that every shade of opinion regarding a stock is expressed in its price and that it moves according to a pattern which can be anticipated if set down in chart form. The reason they are so sure about their basic premise is because they figure that insiders make the prices of equities. Knowing the underlying situation and basics of values in various industries, insiders know when stocks are cheap enough to buy and dear enough to sell.

One would have to agree with the chartists to the extent of admitting the insider is in a preferred position in so far as knowing what is going on. Whether he always acts infallibly is something else again. There have been a few cases of tycoons being stuck with their own stock because the publicity with which they con-

trived to distribute stocks was so good that even they believed it.

Chartists have developed an elaborate vocabulary for the various types of price movements they record. This is, however, useless to the trader who has not had many years of experience in markets and trading mechanics; so are the charts.

One would think if enough people kept charts on one stock and tried to buy or sell on this basis that any value of the charts would be offset.

Waite Amulet

How is it possible for the market to put a \$20 million valuation on Waite Amulet, considering it only has about two years ore left?—C.H., Newmarket.

Waite Amulet at the end of 1959 had working capital of \$9.4 million and is faced with two years of operating life. Net profit in 1959 was \$3 million but there remains to be mined the Amulet Dufault pillar containing an estimated 380,000 tons of better than 6% copper. Ore recovery is expected to be 100%.

Market valuation presumably allows something for Waite's nonliquid assets plus the possibility of obtaining some other property of merit. There is not much chance of further findings at the original mine, which has been drilled in every direction except upside down, accounting for \$3.5 million in exploration.

Market valuation also reflects technical scarcity of the stock as a result of 66% of the company being owned by Noranda Mines. It may also reflect favorable shareholder sentiment because of the regularity with which actual ore measures for several years outran estimates.

Dome Mines

Does Dome Mines rate highly as an investment?—G.A., Toronto.

Based on a gold mine at Porcupine, from which it has extracted ore for a donkey's years, Dome Mines has branched out into other gold properties, into oil and into other metals. Specifically, it controls Campbell Red Lake and Sigma gold mines, has an interest in Dome Petroleum, and holds 54,200 shares of Miami Copper. The latter proposes to wind up and this would give Dome a \$2.5 million tax-free capital gain.

Considering its aggressiveness and s.c.

ces: it is not strange that Dome has for several decades commanded a following of investors and traders in the U.S., nationals of which occupy high positions on the board of directors. American stock players apparently feel that a firm which has already been successful in latching onto rich, new mines, has a chance of repeating its success.

Dome, which has outstanding 1.9 million shares, netted 97 cents a share in 1959, pays 70 cents in dividends. Working capital at the end of 1959 was \$10.6 million, and will be sweetened by cash from the Miami wind up.

Arcan

Three questions re Arcan, which sold up to \$8.62 on the Toronto Stock Exchange before being delisted. (1) What is the stock worth now? (2) Why did the T.S.E. sift it from the trading list, to the detriment of shareholders? (3) What is delaying the investigation by the Ontario Securities Commission?—D.T., Toronto.

(1) Arcan is reportedly trading at around 50 cents a share on the unlisted or over-the-counter market. (2) Stock exchanges suspend trading in stocks to protect investors who might otherwise buy the stock. (3) The O.S.C. is moving slowly because of a lack of senior personnel, who have been tied up in court cases.

Kerr-Addison

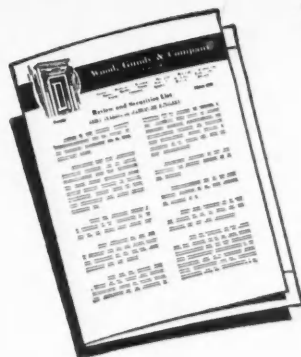
What do you think as the future of Kerr-Addison Gold Mines in the light of the recent announcement of adverse depth results, which lopped about \$10 a share off the stock's high?—N.A., Toronto.

The jolt handed to Kerr-Addison shareholders—because tonnage indications on the lower levels are shrinking—emphasizes the speculative character of mining and the increasing squeeze on gold mining profits by mounting costs.

The situation at Kerr is one of possible curtailment of production as a result of shrinking ore reserves at depth. Only the improvement in grade in the upper reaches of the mine has enabled economic costs per ounce of gold produced.

Maintenance of the 4500-ton mill rate depends on development of a substantially expanded ore picture in the near future. A shrinkage of ore has, however, been indicated by initial exploration work from the 900 to 4800 horizons while four holes from the 4800 showed no ore at all. Remaining to be tested is the block from the 5800 to 5800 horizons.

While no one foresaw Kerr's hard luck, it emphasizes the folly of taking anything for granted in a business as uncertain as mining. The rudeness of the awakening is almost certain to produce a more skeptical attitude to mining investments. The nose-



To Keep You Informed about Investments

At regular intervals we publish a "Review and Securities List" which deals with a timely investment subject. Details of new security offerings and a selection of bonds and shares with current prices and yields are included.

Investors find our "Review and Securities List" informative and of considerable help in planning their investments.

If you would like a copy regularly,
write to our nearest office.



Wood, Gundy & Company Limited

Toronto Montreal Winnipeg Vancouver Halifax
Quebec London Hamilton Ottawa Kitchener
Regina Edmonton Calgary Victoria
London, Eng. New York

Ker Caven Guelph, Ontario



A residence for a limited number of elderly ladies and gentlemen who require nursing care and like to live in most beautiful surroundings, invites applications.

We provide possibly the finest nursing care and service available, by our specially trained graduate nurses, dietetic and service personnel.

KER CAVEN is one of Canada's outstanding pieces of architecture, designed by Britain's foremost architect Sir Charles Barry, situated on six acres beautifully landscaped grounds. As for the interior and furniture the key word is antique elegance combined with up-to-date comfort.

Other accommodation in adjacent well appointed buildings on same grounds available at moderate rates.

THE MANAGEMENT OF KER CAVEN

GUELPH, ONT.

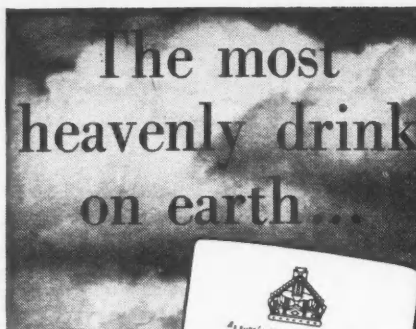
PHONE TA 2-9301

**Purchasers
and
Distributors
of
Government,
Municipal
and
Corporation
Securities**

**A. E. Ames & Co.
Limited**

Business Established 1889

TORONTO	MONTREAL	NEW YORK
LONDON, ENG.	VANCOUVER	VICTORIA
WINNIPEG	CALGARY	LONDON



Try it...
you'll
like it!



PIMM'S
NO. 1 CUP NO. 5 CUP
(GIN BASE) (RYE BASE)

Served with pride—enjoyed with pleasure
—all over the world.

Have Saturday Night delivered to your home.
A Subscription to Saturday Night will keep you
entertained and informed with truthful reports from
the worlds of business, science, and the arts, and
bring you authoritative, timely articles on the
Canadian contemporary scene.

ONE Year: \$4.00 2 Years: \$6.00 3 Years: \$8.00

(Clip and Mail to)

Please send me Saturday Night for the next _____ years.

SATURDAY NIGHT

73 RICHMOND STREET WEST, TORONTO

_____ Enclosed in Payment

☐ Please Bill Me

Name _____

Address _____

City _____ Prov. _____

dive also points up the unrepresentative nature of market prices which is encouraged when a substantial amount of a company's stock is in the hands of one or two groups.

Kerr is, however, still a big mine, and a good one. The selling, which was so upsetting to the investor who had been lulled into thinking of Kerr as a sure thing, appeared to originate in New York where the stock had achieved a following among those who wished to speculate on the possibility of an increase in the price of gold. Kerr had appealed to them because of the size of the operation and the extent of its indicated, but not proven, ore reserves.

Much ore remains in the mine. It is estimated that proven reserves contain enough gold to yield upwards of \$130 million. And regardless of the disappointing news about early depth development, possibilities in the lower reaches of the mine are largely uninvestigated.

Additionally, something has to be allowed for location. A good place to seek ore is near where it has been already found.

An Asbestos Bet

I would appreciate a rundown on Advocate Mines.—D.B., Halifax.

Advocate Mines is an asbestos bet in Newfoundland, the possibilities of which are being investigated by a group of four companies: Canadian Johns-Manville, Patino of Canada, Amet Corp., and a Belgian firm. Under an arrangement made in 1958, the four are committed to spend a maximum of \$1.75 million in an examination of the property over a three-year period. They had expended \$1.3 million up until the end of 1959 and expect outlay to reach \$1.5 million.

The group has until Oct. 29, 1960 to decide to place the property in production—at an estimated cost of \$17.9 million, including funds already spent. Its decision will reflect long-term projections of the markets for asbestos.

In the meantime, short-term demand has been good. The first six months of 1960 is expected by some observers to see a breaking of all former records for consumption of asbestos fibre. The full year is thought to have good possibilities of showing a slight improvement over 1959 although overproduction will probably plague the industry.

The most optimistic forecasts come from observers who have adjusted mill asbestos-fibre exports for seasonal variations. One such set of figures reportedly shows a steady increase in demand from early 1958 until mid-1959, when an even steeper rise commenced.

If Advocate is brought into production, the financing group will be reimbursed in preferred stock, also be allotted com-

ment, which would result in dilution of the existing equity.

Atlas Steels

What would you say to a purchase of Atlas Steels to hold for the long term?—B.J. Victoria.

Although Atlas Steels represents a highly cyclical industry, the equity does not appear excessively priced. It might warrant a place in the portfolio of the speculative investor.

The cyclical nature of the operation is evident in a comparison of operating results for the past two fiscal years. Net profit in 1959 increased 48.8% to \$3.3 million, or \$3.02 a share, from \$2.2 million, or \$2.04 a share in 1958. This reflected record sales, \$45 million vs \$32.9 million the previous year. In the first quarter of 1960 net income failed to increase in keeping with a \$2 million boost in sales.

The big danger in buying an equity of a cyclical industry is that of paying too much for it. It might be debatable whether this is the best time to buy into the specialty-steel business. But if an industry has any kind of a position and you can buy in at less than establishment cost you're not doing badly. This seems to be the case with Atlas as indicated by the following figures: capital structure 1.1 million shares of common and \$3.5 million funded debt; working capital of \$17.5 million; fixed assets of \$13 million.

Dividend is an indicated \$1.25 per year, providing a yield at recent prices of 5.25%, and appears to be amply protected by earnings and cash position.

In Brief

Is East Sullivan a buy?—B.D., Calgary.
Has some speculative possibilities.

Anything new at Campbell Chibougamau?—C.T., Ottawa.

Has large development plans.

What stage has work at Nickel Mining & Smelting reached?—K.P., Hull.

Shifting internal shaft to enable depth exploration.

Has Carnegie Mining Corp. any plans?—V.L., St. Thomas.

Initiative pending improvement in metal prices.

A reason for the decline in Prospectors Agency?—T.E., Hamilton.

Unfavorable metal prices reduce attractiveness of prospecting.


Is there a chance of Coast Copper being listed again?—B.R., Montreal.

Only a remote chance.

How is Bralorne looking?—S.F., Saskatoon.

Still an interesting bet.

A BOYS' RESIDENTIAL SCHOOL



- Founded by the Society of Friends in 1842.
- Development of the individual stressed.
- Senior school leading to University entrance (100 boys).
- Separate junior school, grades 7 and 8 (35 boys).
- Illustrated booklet on request.

HEADMASTER
HARRY M. BEER, B.A.
NEWMARKET, ONT.

PICKERING COLLEGE

Meisterschaft

COLLEGE
LIMITED

MATRICULATION

No extra curricular activities—small study groups—individual attention—complete matriculation in one year—applicants now being considered for autumn term.

84 WOODLAWN AVE. WEST
WA. 3-1189
TORONTO 7, CANADA



"EXPORT"

PLAIN OR FILTER TIP
CIGARETTES

LOBLAW COMPANIES LIMITED

Notice is hereby given that a dividend for quarter ending May 31, 1960, has been declared on the capital stock of the Company as follows:

Preferred Shares	60 cents
Cumulative Redeemable per share	
Class "A" Shares	10 cents
per share	
Class "B" Shares	10 cents
per share	

The dividend will be payable June 1, 1960, to shareholders of record at close of business on the 4th day of May, 1960. The transfer books will not be closed. Payment will be made in Canadian Funds.

By Order of the Board.

R. G. MEECH,
Secretary.

Toronto, April 5, 1960.

WHY BE LONELY?

Commonwealth Marriage Bureau

Introductions coast to coast

Write to Mrs. Brown, Suite 710
736 Granville St., Vancouver, B.C.



in Toronto—the
PARK PLAZA
of course!



LAING

- * OLD MASTER PAINTINGS
- * OLD MASTER DRAWINGS
- * KRIEGHOFF & EARLY CANADIANS
- * GROUP OF SEVEN
- * CONTEMPORARY CANADIANS
- * CONTEMPORARY BRITISH
- * CONTEMPORARY FRENCH
- * SCULPTURE — MODERN MASTERS

Galleries:
194 Bloor Street West,
Toronto

JUNE 27  SEPT. 17

STRATFORD FESTIVAL Canada

Three Plays by William Shakespeare
Julie Harris • Christopher Plummer
Bruno Gerussi

ROMEO AND JULIET

Christopher Plummer • Julie Harris
Douglas Rain
KING JOHN

Kate Reid • Tony VanBridge
A MIDSUMMER NIGHT'S DREAM

DIRECTORS
Michael Langham • Douglas Seale
Douglas Campbell

Gilbert and Sullivan's

H.M.S. PINAFORE

Directed by TYRONE GUTHRIE

THE NATIONAL FESTIVAL ORCHESTRA

INTERNATIONAL FILM FESTIVAL

For complete brochure,
write to Festival Publicity Office,
Stratford, Ontario.

Point of View:

A "Canadian" National Gallery

WHAT'S A NATIONAL art gallery for?

A great deal of the controversy of recent years—centring around how much Canada should or should not spend for European masterpieces—might have been avoided if people had asked themselves this fundamental question first, and left the subsidiary questions until later.

I have my own opinion about what a national art gallery should be, and how public funds should be spent on art. A great many people are going to disagree with me, of course. I am convinced that a national gallery, supported by public funds, should buy only the works of native artists.

Why should any country try to become a repository of the world's old and alien art treasures, by spending public money on them? There is absolutely no excuse for it.

Let the philanthropic millionaires, the tycoons, and what few robber barons still are left, buy up the old masters. In time—in one generation or two—these will be donated to public galleries. If they are donated to the National Gallery, by all means let's display them. But let's not mourn and howl because the price of these relics is continuously rising, and we aren't buying enough of them. A national gallery, in bidding for these pictures, is bidding against people who have nothing else to do with their money. A national gallery has many better ways to spend its money.

After all, what's the benefit of having an old master to hang in our halls? Only one real virtue: it is an inspiration and an education to our young artists who study this painting. The rest of us can get just as much out of seeing a good print. Or, if we're exceptionally art-appreciative and wealthy enough, we can go to the galleries where the old masters hang and belong—the Louvre, the Prado, and so on—and feast our senses on them there.

And what of the young artist, waiting for education and the thrilling experience of seeing a real masterpiece? Send him to Europe, where exist the paintings that Canada could never hope to buy with any amount of public money; or perhaps just to the United States, where are many of the treasures Europe has had to sell. In other words, use some of Canada's public art money to send the artist to the paintings, rather than trying to do the opposite. It would be cheaper, and far more effective, in the long run.

ANSWER TO PUZZLER

\$53 the last week.

And use the rest to buy Canadian art.

Why, in heaven's name, did anyone ever think a national gallery should be for anything else?

We have at least a few privately-supported art galleries in this country which can be catholic in their selection. As our national wealth increases, there will be more. We will always have the benefit of travelling exhibitions—for which the National Gallery, like others should always be able to provide space. But let us devote public funds to the preservation, development and encouragement of our own art.

I do not suggest that our selection for the Canadian gallery should be autarchic, devoid of standards, lacking in selectivity. To the contrary, only the finest specimens of Canadian art should be chosen and purchased. But the National Gallery directors need not stroll through acres of da Vincis, Rembrandts, Renoirs and van Goghs before they make up their minds about Goodrich Roberts, Pilot, or Alex Colville. If they do feel the need of mental refreshment or new orientation occasionally, send them on a trip. One national director in a lifetime of travelling expenses couldn't consume the price of a Goya etching.

While we fret about the old masters which are escaping from us, we lose our Canadian art with every means of transport that leaves our boundaries. Krieghoffs are scattered all over the world, and in the field of primitive art, it appears that everyone but Canadians prizes the Eskimo's efforts.

A young artist, whom I am proud to count as a friend, has what I believe to be the most exciting use of techniques to be found anywhere. He has revived old media and methods, and created a new style at once realistic and mystical. His paintings are a completely new view of something you recognize, and feel, instantly.

I would not discuss him at all if he were not recognized by others besides myself. Actually, he does quite well. He sells everything he can produce—ninety per cent in the United States and ten per cent in Canada.

People come to Canada to see Canada and things Canadian. When they go to Ottawa, let them see a Canadian art gallery: a National Gallery of Canadian Art.

What else should the National Gallery be for?
CHARLES R. GRAHAM

SATURDAY NIGHT



From the age of wonders...

The Statue of Olympian Zeus

One of the seven wonders of the world, the great statue of Zeus, the father of the gods, conceived and executed by Phidias for the Temple at Olympia, is believed to have been the sculptor's greatest masterpiece. The statue at Olympia was so huge, being about seven times larger than life that, as one contemporary writer records, the father of the gods could not have risen from his throne without putting his head through the temple roof.

From the wonders of age...



The Certified 8-Year-Old Canadian Whisky

FROM THE WONDERS OF AGE...of age in wood...comes Canadian Schenley O.F.C., the only 8-year-old Canadian whisky on the market that carries a numbered, signed certificate stating its true age.

When you buy O.F.C., or any Canadian Schenley whisky, you know you are getting the age and the quality you are paying for. Only Canadian Schenley gives you this assurance...for only Canadian Schenley certifies the true age of each of its whiskies right on the bottle.

Canadian **Schenley Ltd.**

"Distillers of Certified Aged Whiskies"

For free recipe book, "Entertaining Ideas", or for a free reprint of above illustration, in full colour and with text deleted, write Canadian Schenley Ltd., 550 Sherbrooke St. West, Montreal, Que.

RESERVE, AGED 6 YEARS • GOLDEN WEDDING, AGED 5 YEARS • FIVE-THIRTY, AGED 4 YEARS • TRADITION, AGED 4 YEARS

JUN

HOU



Bus